This paper is about the issues that Ford is facing:

We plan to focus on the implications caused from COVID-19 and how they changed their strategy to accommodate the pandemic (changing some of their assembly lines to produce ventilators), and what their strategy will look like moving forward

We also need to cover (data, facts, graphs etc..)

Issues that Ford face

* Financially, resources (tangible and intangible), external and internal factors, general environment (Political, economic, social and technological analysis)
* Porter 5 forces