**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 3: Activity 2**

**Toyota’s guiding principles**

Go to <http://www.toyota-global.com/company/vision_philosophy/guiding_principles.html> to find Toyota’s seven guiding principles.

TASK:

Analyse Toyota guiding principles – What does it mean in practice and how will this impact on strategy formation to meet the needs and expectations of group stakeholders?

*Discuss your findings with the rest of the class.*