**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 3: Activity 4**

**TOWS matrix**

**In groups**

TASKS

1. Review SWOT output from Toyota or other chosen organisation.
2. Plot on to TOWS matrix (see your study guide) by priority.
3. Suggest strategies for each quadrant (SO, OW, ST, TW).

*Present your findings to the rest of the class.*