**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 3: Activity 6**

**Homework – Directional strategies**

TASKS

1. Determine directional strategies for Toyota Global for the next five years.
2. Build a TOWS matrix from the SWOT analysis in the previous session.
3. Make sure you use Ansoffs’s matrix .

Write up your analysis, justifying your suggested direction for Toyota Global.

*Be ready to hand in and discuss your findings in the next session.*