

Alternative directions - towards a strategy.

[the Department] - Toward an Inclusive & Balanced Regional Order: A New U.S. Strategy in East Asia

	Internal Strengths:	Internal Weaknesses:
1. Strong R & D and Engineering 2. Strong Sales and Service Network 3. Efficient Production/Automation Capacities	1. Strong R & D and Engineering 2. Strong Sales and Service Network 3. Efficient Production/Automation Capacities	1. Heavy Reliance on One Product (Although Several Less Successful Products Offered) 2. Rising Costs in Germany 3. No Experience With U.S. Labor Unions if Building Plant in the U.S.
External Opportunities (Also Consider Risks)	SO:	WO:
1. Growing Affluence in Many Countries Provides Lucasius Cars with More Options 2. American Offers to Build an Assembly Plant in the U.S. 3. Chrysler and American Motors Need Small Engines	1. Develop and Produce Multiproduct Line (O) S (S) S (S) S (S) S (S) 2. Build Assembly Plant Using R & D, Engineering, and Production/Automation Experiences (O) S (S) S (S)	1. Develop Competitive Models for American Market (e.g. Volkswagen Rabbit to Audi Line) (S W) 2. To Cope with Rising Costs in Germany, Build Plant in U.S., Hiring American Workers (W) S (S) S (S) 3. Manage U.S. Partnership in Dealing with U.S. Labor Unions (O) W (W)
External Threats:	ST:	WT:
1. Exchange Rate: Devaluation of Dollar in Relation to Deutsche Mark (DM) 2. Competition from Japanese and U.S. Automakers 3. Fuel Shortage and Price	1. Reduce Effect of Exchange Rate by Building a Plant in the U.S. (T, T, S, S) 2. Meet Competition with Advanced Design Technology - e.g. Rabbit (T, T) 3. Improve Fuel Consumption Through Fuel Injector and Develop Fuel Efficient Diesel Engine (T, S)	A. Overcome Weaknesses by Making Their Strengths (More Toward DS Strategy) B. Possible Options not Exercised by VW: 1. Engage in Joint Operation with Chrysler or GM 2. Withdraw From U.S. Market

Description: -

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Strategic Management Flashcards

Developing strategies is the fourth step in the VMOSA Vision, Mission, Objectives, Strategies, and Action Plans process outlined at the beginning of this chapter. Doug Marketing, due in 6 months 1. These three questions are essentially what should be indicated in your statement.

List of military strategies and concepts

The high dollar makes travel to the United States cheaper for foreigners.

4

And as you work towards the goal, you must evaluate and readjust your plan to achieve it. Strategy Specific to time, competitors, market conditions.

Setting Strategic Direction: Vision, Strategy, and Tactics

Forecasts are educated assumptions about future trends. Often, we throw in that proverbial towel.

Related Books

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