

# Alternative directions - towards a strategy.

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

	<b>Internal Strengths:</b> 1. Strong R & D and Engineering 2. Strong Sales and Service Network 3. Efficient Production/Automation Capabilities	<b>Internal Weaknesses:</b> 1. Heavy Reliance on One Product (Although Several Less Successful Models were Introduced) 2. Rising Costs in Germany 3. No Experience With U.S. Labor Union's Building Plant in the U.S.
<b>External Opportunities</b> (Also Consider Risks) 1. Growing Affluent Market Demands More Luxurious Cars with More Options 2. Attractive Offers to Build an Assembly Plant in U.S. 3. Chrysler and American Motors Need Small Engines	<b>SO:</b> 1. Develop and Produce Multitask Line with Many Options, in Different Price Classes (Cheaper, Screen, Kombat, Audi Line) (O, S, S) 2. Build Assembly Plant Using R & D, Engineering, and Production/Automation Experience (O, S, S) 3. Build Engines for Chrysler and AMC (O, S)	<b>WO:</b> 1. Develop Compatible Models for Different Price Levels (Ranging from Models to Audi Line) (O, W) 2. To Cope with Rising Costs in Germany, Build Plant in U.S., Hiring U.S. Managers with Experience in Dealing with U.S. Labor Unions (O, W, W)
<b>External Threats:</b> 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	<b>ST:</b> 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. Audi (T, T, S, S) 3. Improve Fuel Consumption Through Fuel Injection and Develop Fuel Efficient Diesel Engines (T, S)	<b>WT:</b> 1. Overcome Weaknesses by Making Them Strengths (Move Toward OS Strategy) 1. Reduce Threat of Competition by Developing Flexible Product Line (T, W) 2. Possible Options not Exercised by VW: 1. Engage in Joint Operation with Chrysler or AMC 2. Withdraw From U.S. Market

Description: -

-Alternative directions - towards a strategy.

-Alternative directions - towards a strategy.

Notes: Cover-title: Lincolnshire Structure Plan: alternative directions towards a strategy.

This edition was published in 1976



Filesize: 41.910 MB

Tags: #Strategic #Planning, #Alternatives #and #Implementation

### 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

- [Geheime Krieg der Agenten - Spionagedrehscheibe Wien](#)
- [Parents and their pre-school children - what should be done about behaviour problems?.](#)
- [Educación para el cambio social](#)
- [Millstone - a novel](#)
- [De cara a la Mediterrània - les torres del litoral català](#)