

ASSIGNMENT

Q1. Toyota overtook Ford Motor company in 2003 to become the world's second largest maker of motor vehicles, behind general motors. Toyota is widely regarded as having aspirations to overtake General motors as the global leader in motor vehicles within the next 10 years. Do research on the internet or in the library to determine what strategy General motors is pursuing to maintain its status as the industry leader. Then research Toyota's strategy to overtake General Motors

Q2. which strategy alternative best addresses all the issues and problems the firm confronts.