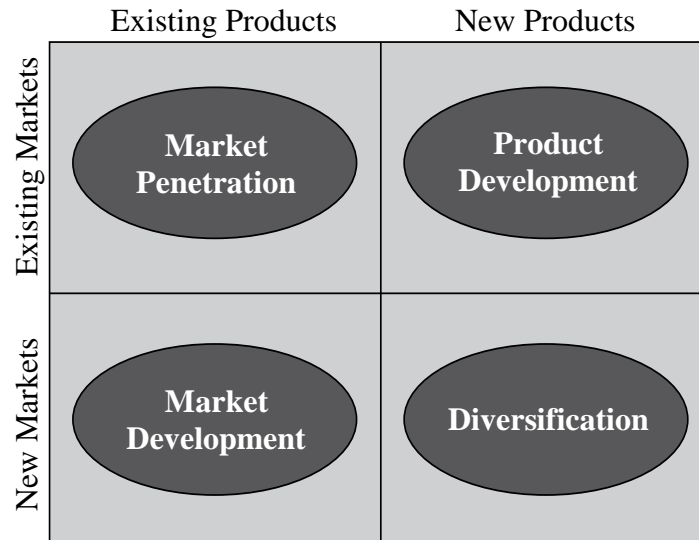


2. (a) Using Ansoff's Matrix, explain the growth strategies used by Toyota.

[6 marks]

The Ansoff Matrix below



Toyota uses the growth strategies of:

- Market Development – through the export of their cars to overseas markets; through their FDI in various countries.
- Product Development/Modification – through the production of new models every two years; 60 models in Japan and many adapted to the American and the European markets.
- Market Penetration – Toyota increased its market share in Japan and possibly after establishing a foothold in various countries penetrated these markets further.
- Accept related diversification.

[5 to 6 marks]

At least two of the three possible Ansoff growth strategies are clearly explained and accurately applied to Ansoff strategic growth options. Consistent reference is made to the information provided in the case study.

[3 to 4 marks]

At least two of the three possible growth strategies have been explained though the explanation may lack some clarity. Some, but perhaps limited, reference is made to the case study and the strategies may not be fully applied to Toyota. One strategy is clearly explained and applied.

[1 to 2 marks]

A limited answer that perhaps simply lists growth strategies with very limited or no explanation.

Give some credit if related diversification is mentioned and the example of trucks produced for the American market.