Toyota Consulting Project

**Paper details:**

I'm working with a group project and I could not do the my part. The Due date is in two weeks. My part is External Analysis which includes:- 1. External Analysis, including A. General environmental analysis General environmental analysis (opportunities and threats). Apply the PESTEL model to organize and assess the impact of external forces on the firm. Your analysis of the general environment should focus on trends in the six segments of the general environment (i.e., PESTEL). Many of the segment issues for the six segments are explained more fully in the external environment chapter of your book. Any analysis of the threats and opportunities facing a firm requires an understanding of the general environment within which a firm operates. You must provide an in-depth analysis of the broad trends in the context within which a firm operates that can have an impact on a firm’s strategic choices. You must discuss the trends in each of the six interrelated segments of the general environment. The objective you should have in evaluating these trends is to be able to predict the segments that you expect to have the most significant influence on your focal firm over the next several years (say three to five years) and to explain your reasoning for your predictions 25 Points B. Porter’s 5/6 Forces (opportunities and threats). In this part of your analysis, you want to determine the attractiveness of an industry (or a segment of an industry) in which your firm is competing. As attractiveness increases, so does the possibility your firm will be able to earn profits by using its chosen ­strategies. After evaluating the power of the five forces relative to your firm, you should make a judgment as to how attractive the industry is in which your firm is competing. You must discuss all indicators of the threat of both Buyers and suppliers in the Industry. You must discuss all attributes of an industry that increase both the threat of Rivalry and threat of substitutes. Finally, you must discuss all the barriers to entry into an industry. 30 Points C. Strategic Groups Analysis. Studying strategic groups can be helpful in industry analysis to evaluate a firm’s competitors and it differentiates itself from the competition. Generate a strategic group model to reveal performance differences between clusters of firms in the same industry. The concept of strategic groups will have has a number of implications for the identification of opportunities and threats within an industry. Identify these implications and the mobility barriers between strategic groups. 15 Points