



## Opportunity Analysis: Road Star Motors Business Plan

By Raymond Cook

GRIN Verlag Jun 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Company formation, Business Plans, grade: A, University of Newcastle upon Tyne, language: English, abstract: Executive Summary Road Star Motors is an established motor industry company based in the US. In its takeover, various transactions need to be handled very clearly. A market assessment needs to be carried out to forecast how well the company will perform in the near future. The company has been performing impressively for the last two decades and hence the call for various strategies to improve its performance and profitability. Such strategies include a clearly defined marketing strategy, manufacturing strategy and financial strategy to ensure its performance is upbeat. A takeover must be handled with a lot of caution and all these strategies are meant to help in the new successful and technology driven management. 28 pp. Englisch.

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