TABLE OF CONTENTS

CHAPTER

Acknowledgements

Abstract	<u>Page</u>
1.0 Introduction	01
2.0 Research Methodology	08
3.0 Torita History And Product Life Cycle	17
3.1 Market Introduction Stage	20
3.2 Market Growth Stage	23
3.3 Market Maturity Stage	24
3.4 Decline Stage	27
4.0 Diversification Strategy	29
4.1 The External Ananlysis - PEST Analysis	30
4.2 The Internal Analysis - SWOT Analysis	35
4.3 Strategic Options And Evaluation 4.3.1 Existing Strategy Alternatives 4.3.1.1 Do Nothing 4.3.1.2 Upgrading The Production Facilities	38 38
	s 38
	4.3.1.3 Withdrawal
4.3.2 New Strategy Alternatives	42
4.3.2.1 Diversification	42
4.3.2.2 Joint Venture and Strategic Alliance	es 50
5.0 Conclusion and Recommendations	52
5.1 Recommendations To Torita	52
5.2 The Implementation Plans	53
Bibliography	54