

ASSIGNMENT QUESTIONS – EXPLORING NEW BUSINESS OPPORTUNITIES AT LOJACK

1. How has LoJack maintained leadership in its industry segment for 30 years? Is its current position sustainable?
2. What has been LoJack's overall strategy for corporate renewal.
3. Which of its current business opportunities should LoJack focus on and why?

Individual hand-in assignment. Upload your answers to the assignment questions no later than Thursday, February 8 at 17.00.