

Transworld Auto parts

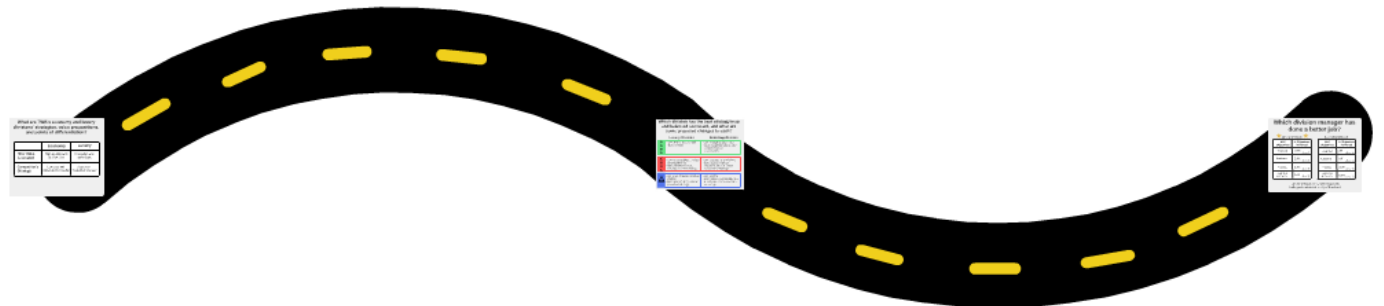
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Group 8 Consulting

Jack Brady | Madelyn Carpentier | Zach Dombeck | Skyler Karow | Ryan Mott

What's on the docket?

- Evaluation of strategy
- Evaluation of maps/scorecards
- Evaluation of execution



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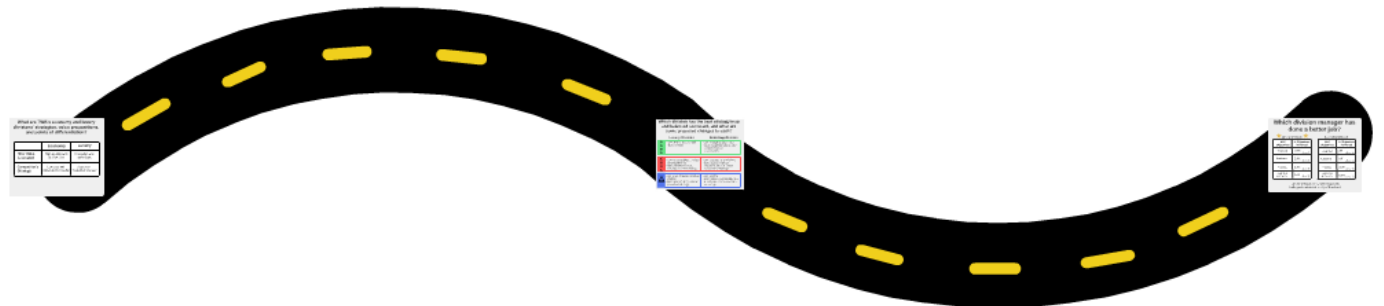
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What are TWA's economy and luxury divisions' strategies, value propositions, and points of differentiation?

	Economy	Luxury
How Value is Created	High quality parts at a low cost	Innovation and technology
Competitor's Strategy	Low cost with disregard for quality	Customer-integration strategy