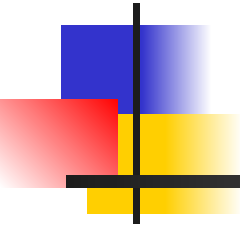
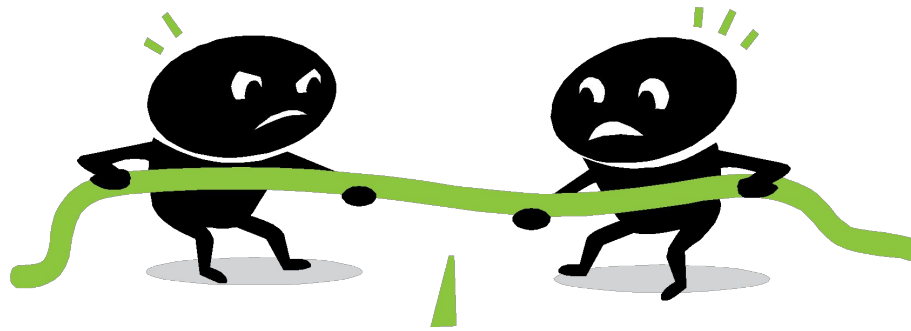


STRATEGIC MANAGEMENT



Strategic Competitiveness



- ***Strategy***
- ***Strategic intent***
- ***Strategic management***

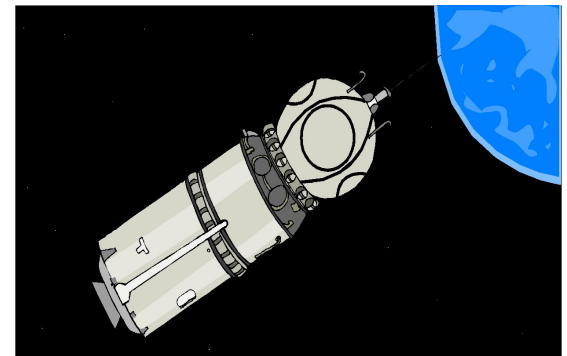


Strategic Management Process

- **Strategy Formulation**
 - *Analyze mission, values, objectives*
 - *Analyze internal and external environments*
 - *Revise mission and objectives, revise strategies*
- **Strategy Implementation and Evaluation**

Analysis of Mission, Values and Objectives

- **Mission**
 - *Stakeholders, etc.*
- **Core Values**
 - *Organizational culture*
- **Operating Objectives**



Analysis of Internal and External Environments

- **SWOT**

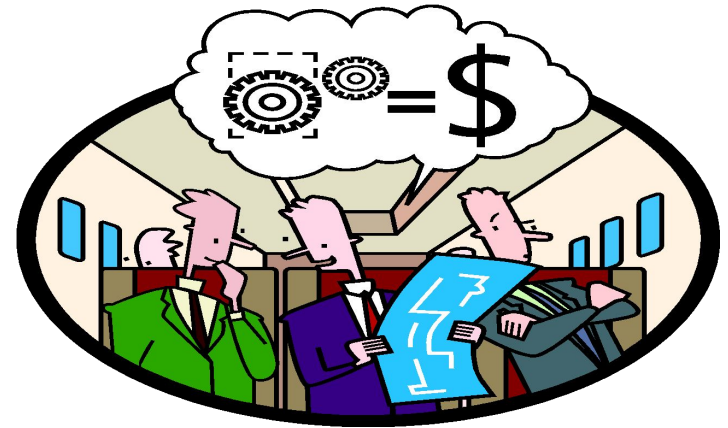
- *Internal Strengths and Weaknesses*
- *External Opportunities and Threats*

- **Porter's Model of forces affecting industry competition**

- *New entrants*
- *Customers*
- *Competitors*
- *Suppliers*
- *Substitutes*



Organizational Strategies



■ Levels

- *Corporate Strategy*
- *Business Strategy*
 - **Strategic business unit (SBU)**
 - **Functional Strategy**

Growth and Diversification

- **Growth Strategies**
 - *Concentration*
 - *Diversification*
 - *Vertical integration*



Restructuring and Divestiture

- Restructuring
- Retrenchment Strategy
- Downsizing
- Divestiture



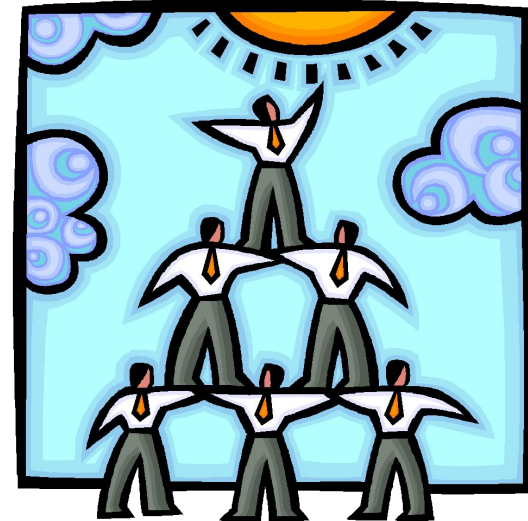
GLOBAL STRATEGIES

- *Globalization Strategy*
- *Multidomestic Strategy*
- *Transnational Strategy*



COOPERATIVE STRATEGIES

- *Strategic alliances*
- *Co-opetition*



E-Business Strategies

- *B2B business strategies*
- *B2C business strategies*



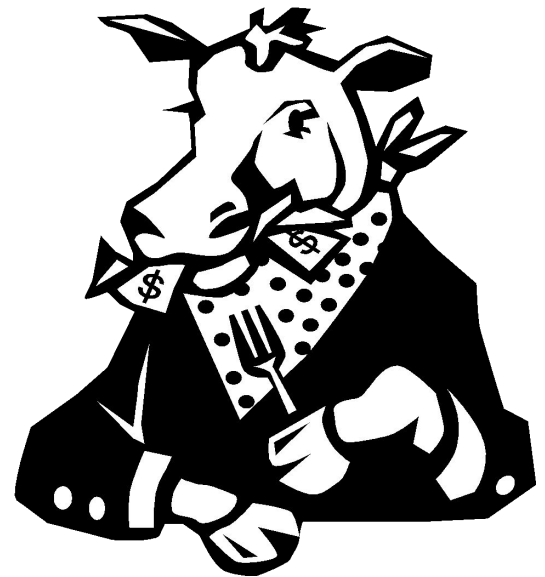
Porter's Competitive Strategies

- *Differentiation*
- *Cost leadership*
- *Focused differentiation*
- *Focused cost leadership*



Portfolio Planning

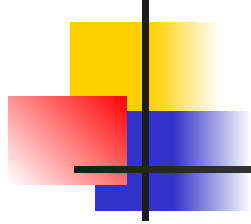
- **Portfolio planning**
- **BCG Matrix**
 - *Question Marks*
 - *Stars*
 - *Dogs*
 - *Cash Cows*



More Strategy Formulation

- Incrementalism
- Emergent strategy





The end

Thank you for attention. Hope
you liked