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Department:

MBA 90(3.5)
Weekend

Paper: Strategic mang

Submitted to:
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Question #1

By citing detail from ~~H~~BR article of Michael E Porter. Describe what is Strategy in detail.

Machiel argues that operational effectiveness, although necessary to superior performance, is not sufficien because its techniques are easy to sufficient to imitate. In contrast the essence of strategy is choosin a unique and valuable positio rooted in system of activities that are much more difficu to match.

operational effectiveness is not strategy

Strategy rests on unique Activities

A sustainable strategic position require trade offs

Fit Drives Both competitive advantage and sustainability

Redicovering strategy

strategy is ~~no~~the creation a unique and valuable position involving a different set of article. Strategy requires you to make trade offs in competing to choose what not to be do strategy involve creating "fit" among a company's activities.

⇒

Operational effectiveness means performing similar activities better than rivals perform them. In contrast strategic positioning means performing different activities from rival or performing similar activities. in different ways.

⇒

Competitive strategy is about being different it means deliberatery choosing a differen set of activities to deliver

a unique mix of value.
A company can out perform rival only if it can establish a difference that it can preserve.

⇒ A stretegic position is not sustanable unless there are trade offs with other position. Trade offs occurs when activity are incompatable. It means that more of one thing necessetites less of another for example airline.

⇒ Fit lock out imitators by creating a chain that is as strong as its strongest link.

⇒ The failor to choose.
• Internal trade. manager have become confuse the neccessity of making choice.

- External trade changes an technology an behahior af competiters.

Question No 2:-

Explain origin af strategy with the help article by Bruce D Henderson.

Adaptive advantage:-

- Fine unpredictability af the envirnment
- Seek limit af detective analysis and classical strategies.

⇒ **Stretegy style:-**
Classical, adaptive shaping and visionary

⇒ **Ingenious interprise:-**
Achieving highest competitive advantage.

High market share $\Rightarrow$ leadership and competitive edge $\Rightarrow$

$\Rightarrow$ voluable experence $\Rightarrow$ Cast advantafe

⇒ Ambidexterity
Strategies of effeciency and innovation
⇒ Transformation
Renewing strategic post saturation.

- Develope by Bruce Henderson
- Evolution of industry structur and leadership.
- Stable competitive industy will never than have more significant competita
- The will find equilibrium when the market share the three companies reach a ratio of 4:2:1 Bruce Henderson 1976.
- A companies production cast would fall by 20 - 30% in real term. for each doubling of " experience " or accumulated production volume.

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⇒ Market Share:-
Market share is the total perfentage af the total market that is being surrice by a company

→ Relative market share:-
Indexes a firm's or a brand market share against that af it leading campetiter two ancess its success and position the market.

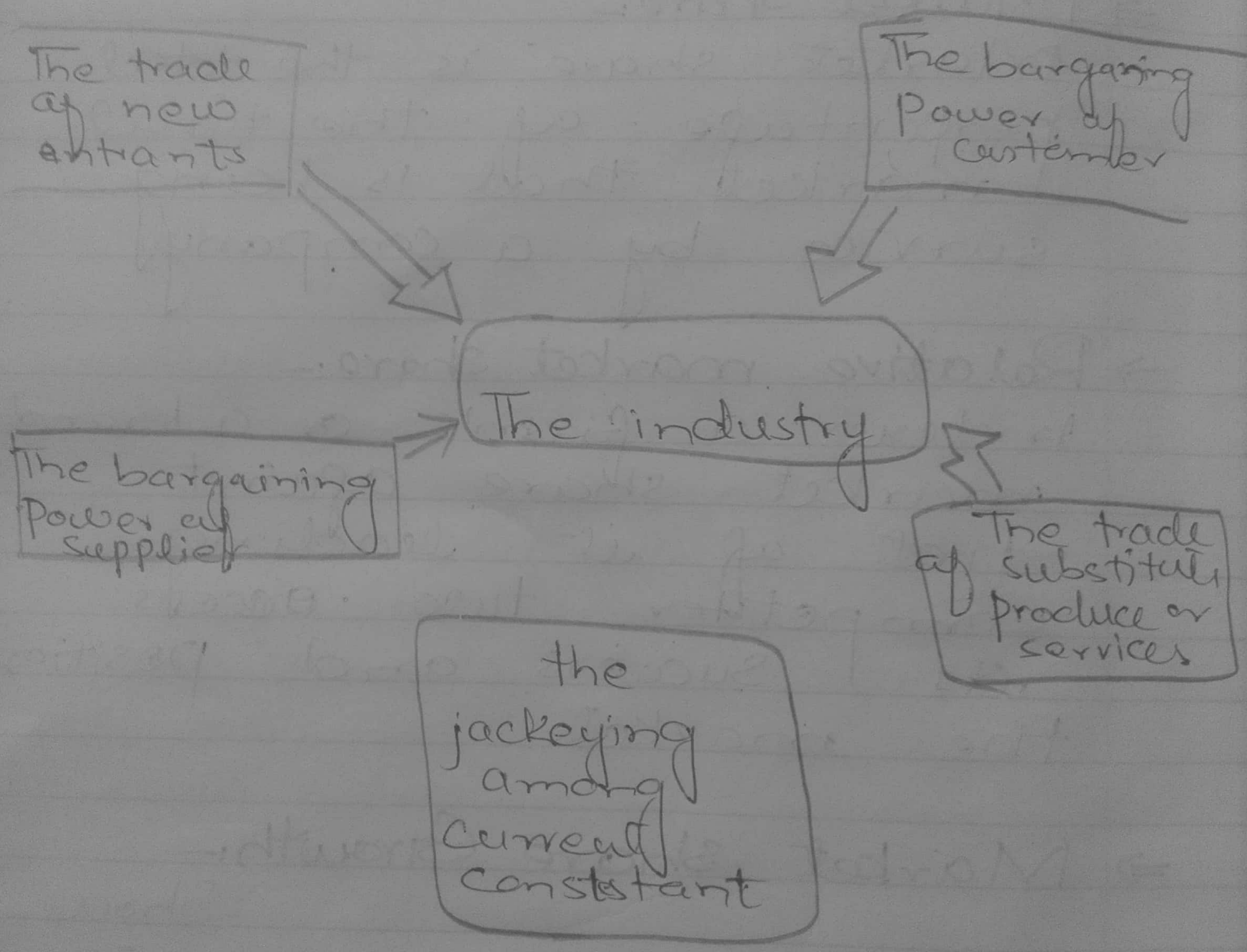
⇒ Market share Growth:-
Show attractiveness af market.

Question No 3:-

Discuss five competitive forces that shape industry.

Answer:-

. To establish a strategic agenda for daling with these contendeng current and to grow despite them, a company must understand how they work in its industry and how they effect the company in its particular situation. The auther detail how these forces operate and suggest ways of adjusting to them and where possible of taking advantage of them


The trade af new antrants
The bargaring Power af custemer
The industry
The bargaining Power af supplier
The trade af substitute produce or services
the jackeying among current constestant

→ Threat of entry:-

New entrant to an industry bring new capacity the desire to gain market share and often substantious resources.

Companies diversifying through acquisition in the industry from other marten often leverege their resources to cause a shake.u reducing costs, and providing new value proposition to the customers. The coca cola company has to manage all these challenge and build effective barriers to safeguard its competitive edge.

⇒ Bargaining Power of Suppliers:-

All the companies in the Beverages soft drink. industry buy their raw matirial from numerous suppliers. Supplier in dominant position can decreas the margins the coca cola company company can earn in the market.

⇒ Bargaining Power of Buyers:-

Buyer are often a demanding lot. They want to buy the best offering available. by paying the minimum price as possible. The coca Cola company profitability in the long run. The smaller and powerful the customer base is of the coca cola company the higher the bargaining power of the customer and higher their ability to seek increasing discount and offers.

⇒ Threats of Substitute Product :-

When a new product or services meets a similar customer need in different ways, industry profitable suffers. For example services like Dropbox and Google drive are substitute or service to storage hardware drives. The thread of a substitute product or services is high if it offer a value proposition that is uniquely different from present offering of the industry.

Rivalry among the Existing Competitors:

If the rivalry among the existing players in an industry is intense then it will drive down prices and decrease the overall profitability of the industry. The coca cola company operate in a very competitive Beverage-soft Drink industry. This competition does take toll on the overall long term profitability of the organization.

Question No 4:-

Discuss in detail what you personally have learned about strategic management in this course

Strategic management

Strategic management involves setting objectives, analysing the competitive environment, analysing the internal organization, evaluating strategy, and ensuring that management rolls out the strategy across the organization

Importance:-

Strategic management is the ongoing planning, monitoring, analysis and assessment of all necessity in organization need to meet its goals and objective changes in bussiness envirnment will require organization consistantly assess their strategy for success.

Benefit of strategic management:-

Strategic management is generally thought to have financial an non financial benefit.

A strategic management process help in organization and its leadership think about and plan for it future existance

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fulfilling achieve responsib
lility of director.
strategic management
set a direction for the
organization and its
employes.