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(1)

Strategic Mngmnt

Ans 1 is :-

A Multinational Company is an enterprise that manages production or delivers services in more than one country. There are several challenges faced by MNC's transact business in International Market, which can hinder its competitiveness hence its controversies and ~~these~~ ^{when these} ~~are as follows~~ thinking about the international business environment, concerns over economic, political, cultural, technological and regulatory conditions of your target market will always crop up.

Political factors :-

Political factors concern government policies, laws and administrative orientations of different countries and regional economic blocks. Political stability is also an important aspect of international business environment. Frequent political unrest and military coups could effect a multinational Company to suspend or close operations.

(a) Economic Factors:-

Interest Rates, Budget deficits
Inflation Rates, Gross domestic products
Personal Saving Rates, & Business

Rates of Economic growth influence the level of demands for your goods or services in international Market. However, Economic growth rates may be high in some countries and low in others. This is also an issue that can affect operations of a Multinational Company.

(3) Technological factors:-

The availability of technological infrastructure and capacities determine the prosperity of a multinational company in most countries. Factors such as broadband connectivity and technological training have become essential ingredients of successful operations in modern business world. However the level of technological developments in a given country determine the scope of technical understanding among its population.

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① Social factors :-

Demographic factors such as religion and culture affect the types, quality, functional features and demand levels of your products in International markets: ^{ExP:} Women in workplace values, Norms

~~mark for~~ Religion, etc etc

~~of Sadi~~

Ans 2c

Strategic Management process means defining the organizational's strategy.

Strategic Management process has following four steps:

STEP 1: Setting up of Strategic Intent:

Being a director of Marketing and Industrial Linkages of Iqra National Univ, I'll define the vision, mission and objectives of INU that are to be achieved.

That what's our vision (an overview of where you want to be in a specific time in the future) ^(or what firms likely to become)

and then Our mission for our vision (how to achieve your vision) and in last ^{defining} Objectives for achieving our vision mission. ^(The end result of planned activity)

- For ex:- Vision (to be the top Univ in RP in 2025)
- Mission (Building up New Campus in More cities)
- Objectives (gaining More Students)

STEP 2: Strategy Formulations-

Once our vision has been set up and the mission for vision and also objectives ^{achieving} for Our vision of INU.

The next step being a ^{Marketing} director &

get More Students

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will take is the strategy (is a plan of action designed to achieve a specific goals within an Org) - formulation:

~~Strat~~ Being a Marketing director of INU, I'll choose the most appropriate course of action for the achieving of My ^{Org's} Vision. For exp: Building up another Campus in Maroon City. ~~Looking~~ ^{Looking} or keeping in mind the Organizational and Environmental appraisal. ~~to~~ ^{here for} to gain more students and bring INU at top in KP.

STEP 3rd: Strategy Implementation:

This is the action stage of strategic Management. Once Vision, Mission has set up and also The ways to act to get our ^{or planned} desired goals that are to bring INU in top Universities in KP. Now is this is the step to implement the strategy ^{formulated} made in early step to accomplish our vision. This step includes Designing structure process & System & functional implementations.

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Ans 2c

Designing Structure, process and System. Includes the decision making with regard to Organizational structure, developing budgets, programs & procedures in order to accomplish certain activities.
 Ex: Designing New Campus Structure, ^{the Expense} ~~its~~ on building these Campuses, etc. The decision regarding ^{these} take place in this step.

Functional Implementation is carried out through functional plan and policies in five areas such as Finance, Marketing, Operation, personnel etc.
 Ex: Managing human Resources and Finance, ^{operations} for building New Campuses (in order to achieve our vision)

Behavioral Implementation: Mobilizing ^{For exp} strategies and managers to put & formulate strategies into action and require discipline, Commitment & sacrifice. For exp: Managers to motivate employees to work in a better way, so that we can achieve our vision & mission.

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Operationalising strategy:

It includes establishing annual objectives, devising policies, and allocating resources.

STEP 4: Strategy Evaluation & Control

Strategy Evaluation: The primary means to know when and why particular strategies are not working well. The activities and works & performances are monitored ^{so} and that actual performance can be compared with desired performance.

Exp: Looking at the performance and Comparing ^{them} with vision set in 1st step.

Strategy Control: Organizations determine what to control i.e., which objectives hope to accomplish, set control standards, measure performance, compare the actual with the standard, determine the reasons for deviations and finally taking correct actions and reviewing the policies if needed.

Without 4 step all other 3 steps are in vain.

Ans 3

Porter (1980) gave the idea of development of five forces for the industry analysis.

These five forces are:

- 1) The threats of Substitute Products or Services
- 2) Rivalry of Competitors within Its Industry
- 3) Threat of New entrants into an industry & its Market.
- 4) Bargaining power of Customers
- 5) Bargaining power of Suppliers.

He said that these forces jointly determine the competitive intensity of a firm within the industry. Strength of the forces lowers the profitability of an organization.

① Threat of New Entry:

As government of Pakistan is showing liberalism in case of telecommunication sector and opened its policies to award new licences to new mobile service providers so threat of New Entry is high.

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As for this business companies need a well established distributions and franchises network so threat of New Entrant is high in this case

2) Bargaining Power of Buyers:

Power of buyer is high in telecommunication sector. There are six market players & everyone are offering different packages at different prices and a situation of price war is running. Buyers have power to buy any package suited to them

3) Bargaining power of Suppliers:-

The power of suppliers is low in case of telecommunication sector. but the fact is that numbers of suppliers are few in the Market but they are competing in Market to make agreements with mobile service providers.

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4) Threat of Substitute products:-

Govt also gave so many land lines and wireless local loop licences to different companies like PTEL wireless local loop etc. These services in future will be like Mobile phone Services like they are planning to offer services alot but currently offering SMS & CLI services

5) Rivalry among Competing Firms in Industry:

Currently there are six Market players but in future they will be eight & Nine or even more. Thuraya satellite service is offering freedom of mobility and Uninterrupted Services.