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paper

Strategic Management

Siv

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qid

term Exam.

Q1 <sup>①</sup> Being a Head manager of Multinational Company what general factors affect the Company? Explain all of them.

ANS: ~~What~~ What is a PEST Analysis?

A PEST Analysis is a Strategic Business tool used by organization to discover, evaluate, organize and track macro-economic factors

→ Political

Political factors motivated factors that could impact the organization.

Government policy, Political stability, Bureaucracy, Corruption, Competition regulations, Foreign trade policy, trade restrictions.

Labour / environmental / Copy Right / Consumer protection law

## ② Social

Social attitudes behaviors and trends that impact on your organizations and target market.

Attitudes and beliefs shape about a range of factors including money, Customer service, imports, regulation, Culture taboos, Health care, Leisure, the environment, Population growth and demographic, Immigration.

## \* Economic

That could impact on your success

7 Economic trends, growth rate, Industry seasonal factor, International exchange rate, International trade, Labor cost, Disposable income, unemployment rates

## \* Technological

Technology that can affect the way you make distribute and market your product and services.

Technology, Communication infrastructure, legislation, Access to technology, Consumer technology, Competitor technology and development emerging technology

# ③ SWOT Analysis:

## \* Strengths

Strengths are internal positive attributes of your company. There are things that are within your control.

- \* What business processes are successful.
- \* What asset you have in your team such as knowledge, education, network, skill, and reputation.
- ① What physical assets do you have such as customer, equipment, technology, cash and patents.
- ① What competitive advantage do you have over your competition.

① Weaknesses weaknesses are the negative factors that detract from your strengths. They are things that you might need to improve on to be competitive.

- ① Are there things that you & business need to improve to be competitive.

- ④ What business processes need improvement.
- ⑤ Are there tangible assets that your company need such as money, equipment.
- ⑥ Are there gaps on your team.
- ⑦ Is your location ideal for your business.

opp or tunities: opportunities are the external factors in your business environment that are likely to contribute to your success.

- ⑧ Is your market growing and are there trends that will encourage people to buy more of what you are selling.
- ⑨ Are there upcoming events that your company may be able to take advantage of to grow the business.
- ⑩ of your business is Doing Do you. Customer think highly of you.

⑤ Threats Threat are the External Factors that you have no control over. You may want to consider putting in place contingency plans for dealing them if they occur.

⑥ Do you have potential competitors who may enter your market.

⑦ Will your suppliers always be able to supply the raw material you need at the price that you need.

⑧ Could future development in technology change how you do your business.

② Is Consumer Behavior  
Changing in way that  
could negatively impact  
in your Business

③ Are there market  
trends that could  
become a threat

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Factor 3 - towards globalization

- Technology is expending especially in transportation and communication
- Government: are removing especially internal business restrictions
- Institutions provide services to ease the conduct of international business.
- Consumer: want to know about foreign goods and services.
- Competition - Has become more global.
- Political: Relation ship has improve among the major economic powers.
- Countries: cooperate more on transaction issues
- Cross national cooperation and agreements: have increased b/w two national.



Explain Strategic Management Process Being a directors of marketing and Industrial Linkages of Igra National University

Ans: Strategic Management Process:

1. Missions and Goals:

The first step in Strategic Management begins with Senior Managers evaluating their position in relation to the organization's current mission and goals. The mission describes what the organization's values and aspirations is going. Goals are desired ends sought through the actual operating procedures of the organization. It typically describes short term measurable outcomes.

2. Environmental Scanning:

Environmental Scanning refers to a process of collecting, scrutinizing and providing information for strategic purpose and help in analyzing the internal and external

Developing decision Making Process and effectively managing Human Resources.

## → Strategy Evaluation

Strategy Evaluation which is the final stage of strategy management process involves -

- Assessing internal and external factors
- measuring performance and taking remedial corrective actions.
- Evaluation assure the management that the organizational strategy as well as its implementation meets the organization objectives. These steps are carried by the business in chronological order when creating a new strategic management plan. Present business that have already created a strategic management plan will revert to these steps as per situation's requirement so as to make essential changes.

Factors influencing an organization  
After executing the process management  
should evaluate it on a continuous  
basis and strive to improve it.

## → Strategy Formulation

Strategy Formulation is the process of  
deciding best course of action  
for achieving organizational  
objectives. After conducting environment  
scanning process. Managers formulate  
Corporate, business and functional  
strategy.

## → Strategy Implementation

Strategy Implementation implies putting  
the organization's chosen strategy  
in to action and making it work  
as intended. Strategy Implementation  
includes designing the organization's  
structure Distributing resources.

# INDUSTRIAL Linkages of International University

## Collaborations, Collaborations

Ignore just a buzzword for today's ~~university~~ university. If you want your university to think as one regardless of a particular staff member's function collaboration should be more than just a word. Remember that team work includes an ultimate authority who makes decisions and resolves disputes for the team.

\* Seminars and Guest in the University you can conduct seminars and invite the guest. That make a good impression on it. In seminar student gain some knowledge and gathering of the students with each others.

Q12 Lecture and Workshops

You sit in a lecture hall  
with 100 or more ~~other~~ students  
listening to a lecture need not  
take notes and you can take  
notes and you can take  
They rarely ~~ask~~ <sup>ask</sup> a question  
Some time you

Workshop - more active class where  
you might work in groups do  
presentations work on project  
similar some times small size of  
time can arrange in it

Alumni is <sup>19</sup> <sup>va</sup> university event society

Interest. It has developed into  
one of the best institutions  
of the country and has produced  
thousands of intellectuals, scholars,

(13) Civil Servant Policicians, leaders and students of its students and community has the potential to serve as a resource for the advancement of University

## (14) Placement Cell

The Placement Cell is a student initiative which has evolved from the internship cell and it comprises entirely of student. The main aim of the cell is to provide placements and internships to students.

Qs Explain Porter Five Force in context of Pakistan: (16)

### ① Threat A New Entry:

As Government of Pakistan is showing liberalism in case of telecommunication sector and opened its policies to award new licensees to new mobile services providers so threat of a new entry is high.

\* As set-up cost in billions of dollars so in this case threat new entry is low, but there are companies who are working to achieve license and approaching PTA term and condition.

### 7 Bargaining Power of Buyers:

Power of buyers is high in telecommunication sector, there are six market players.

(15) (5) to buy any package which is suited to them.

## 7 Bargaining power of Suppliers

The power of Suppliers is low cases of telecommunication sector. But the fact is that numbers of suppliers are few in market but they are competing in the market to make agreement with mobile services provide.

## Threat of Substituted Products:

Government also give some of land lines and wireless local loop licenses to different companies like P.T.C.L. wireless local loop, etc. They are services in future. will be like mobile phone services. like They are planning to offer services a lot but currently they are offering SMS AND CALL services to their customer.

## 7 Rivalry among competing firms in industry

Current there are 8 in market players but in future they will be eight and nine. In satellite services.



16) is offering subscribers freedom of mobility and uninterrupted. In satellite technology supplements or existing mobile services providers, overcoming the challenges of large geographical areas and unmountable terrain.