Date

(17)

Name : Muhammad Tariq
Submitted To: Ms Azmat Ali shah
ID : 16900
paper : strategic Management

A strategic management course will give opportunity to step back and observe your own leadership exercises and executive leadership coaching help you gain new perspectives.

3rd Reason: Enrolling in a strategic marketing course offer great networking opportunities

You will gain the added advantages of great networking opportunity when you target to international business school for your strategic management course.

Date

(16)

Name : Muhammad Tariq
Submitted To : Mr. Azmat Ali shah
ID : 16960
paper : strategic Management.

This is not about repeating knowledge.

For example, a strategic management course for new general managers should build cross-functional skills implements corporate strategy across function.

That's because functions are not isolated from one another, and generally managers need to know how all business functions work together.

In contrast, a strategic Management course for more senior managers will probably focus.

Date ________

(15)

Name : Muhammad Tariq
Submitted To : Mr. Azmat Ali shah
ID : 16960
paper : strategic Management

QNO= 4

Disucss in detail what you personally have learned about strategic Management in this course.

Answer:-

A **STRATAGEC MANAGMENT COURSE** is a great refresher of knowledge you've acquired during undergraduated studies as well as on the job.

It helps you ensure you've up to date on latest bus-iness growth strategies as well as on the newest tools for strategic planning models.

Date

(14)

Name : Muhammad Tariq
Submitted To : M/s Azmat Ali Shah
ID : 14960
paper : strategic Management

and ability to reson logically to acceleration the effects of competition and the rate of change

strategy also required the ability to understand to complex web of natural competition

Date

(13)

Name : Muhammad Tariq
Submitted to : Mr Azmat Ali shah
ID : 16960
paper : strategic Management

By change and the law of probability competions fa-Vund the compinations of resources that best match their different characteristics.

In both competition of ecosphere and the competion of trade and commerce. random chance is probably the major all pervasive factor.

Infact, business and biology competition would follow the same pattern of gradual evolution change except for one thing. Bus-iness strategyes can use their imagination and ability

Date

(12)

Name : Muhammmad Tariq
Submitted to: M/s Azmat Ali shah
ID : 16960
paper : strategic Management

envirnoment the grater number of protentically signijicant variable that can give each species a uniqule adv-antage.

Bruce D. Hender is professor of management at Vander-bilt University Owen Graduate School of Management. He is also the founder and chairman emeritus of the Boston consulting Group and has written extensively on busniess strategy.

For million of years. natural competitions of probablity no strategy.

Date

(11)

Name : Muhammad Tariq
Submitted to: Mr Azamat Ali shah
ID : 16960
Paper : Strategic Management

of life and so on up the food chain. When any pair of species competed for some essential resources, sooner or later one displaced the other. In the absence of counterbalancing forces that maintain a stable equilibrium.

Over one millions of years, a complex network of competitive intertion developed. Today more than a million distinct existing species have been cataloged each with unique advantage in competing for the resources it required.

When explain this abundance variety. The richer the enviro-

Date

(10)

Name : Muhammad Tariq
Submitted to: Mr Azmat Ali Shah
ID : 16960
paper : strategic Management

The observation led to Gaus's principle of Competitive Exc-
-clusion.

No two species can coexist together if that make their their living in the identi-
cal way.

Competition existed long before strategy. It being with life itself. The first one-cell organism required certain resources to maintain life. When these resources were adequate, the number grew from one generaton to the next.

As life evolved these organism became a resources for more complex form of

Date

Name : Muhammad Tariq
Submitted to: Mr Azmat Ali Shah
ID : 16960
Paper : Strategic Management.

QNO: 2

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

ANSWER:-

THE ORIGIN OF STRATEGY:-

Consider this lesson in strategy in 1934. professor G.F Gause of Moscow University known as "The father of Mathem-matical biology" published the results of a set of experiments in which he put two very small animal of the same genus in a bottle with an adequate supply of food.

Date

(8)

NAME : Muhammad Tariq ID: 16960

this takes many familar form including price discounting, new product introduction, advertizing Compaings and serving improvement. Rivalry is specially destructive to profitability if it gravitates solely by price because price Competition transfer profit directly from an industry to its customer.

price Competition is most liable to occure, fixed cost are high and marginal costs are low. this create intense pressure for competator to cut prices below their avarage cost.

Competation on dimensions other than price on product feature Support services deliver time, or brand image for instance is less likely to erode profitability because it improve customer value and support higher price. rivalry focus on such dimensions can improve value relative to substitute or rise the berrier facing new entrants

Date

Name: Muhammad Tariq ID: 16960

intermediate Customer or Customer who purchased the product but are not the end users can be analyzed the same way as other buyer.

(4) ~~The~~ Threat of Substitutes:-

It perform the same or similar function as in industry product by different mean. Video conferencing is a substitute for travel. buyer cost of substitute is low. Strategists should be particularly alert to change in other industry that may make them attractive substitute when they were not before improvement in plastic materials for example allowed them to substitute for steel in many Automobile components. Of course subsitute threat can also shift in favour of an industry, which bodes well for its future profatability and Growth potential.

(5) Rivalry among existing competitors:-

Date

(6)

Name: Muhammad Tariq ID: 16960

Industry participants. powerful Supplier including supplier Labor can squeeze profitability out of the industry. It is more condentrate that the industry it sells to microsoft near monopoly in operating systems coupled with fragmentation of PC assembles exemplifies this situation. The supplier group can credibly threaten to integrate forward into the industry. If industry participant make too much money relative to supplier they will ~~include~~ induce supplier to enter market.

(3) The power of buyers:- powerful customer the flip side of powerful supplier can capture more value by forcing down prices demanding better quality or more service. The industry product have little effect the buyer costs. Here buyer focus on price. most source of buyer power apply equally to consumer and to business business customer.

Date
Name: Muhammad Tariq (5) ID: 16960

and Compromise in fact new Strategic position often arise because of industry changes and new entrants unencum bered by history often can exploit them more easily

QNo3 ⇒ Discuss five Competative forces that shape industry?

Ans ⇒ (1) Threat of Entry ⇒
New entrants to an industry being bring new capacity and a desire to gain market share that puts pressure on prices, costs and the rate of investment necessary to compete. The threat of entry in industry depends on the height of entry berriers that are present and the reaction entrants. ~~Barrier~~ Barrier entry are advantage that incumbents have relative to new entrants

(2) The power of Suppliers ⇒
powerful supplier capture more the value for themselves by Charging higher prices, limiting Qualities or services or shifting cost of industry

Date
(4)
Name: Muhammad Tariq ID: 16960

We see the trade-offs add a new dimention to the answer. Strategy is making trad-offs in competing. The essense of strategy is choosing what not to do. Any good Idea could and would be quickly imitated.

(iv) Fit drives Both Competitive Advantage and Sustainability:→
Southwest rapid Gate turnaround which allows frequent departure and Greate use of Air craft is essential to a high Convenience low cost positioning. Finally fit among a company activities create pressure and incentives to improve operational effectiveness which make imitation even harder. Strategy is creating fit among companies

(v) Re discovering Strategy:→
Many company after a decade of restructuring and cost cutting are turning their attention to Growth. infact the Growth imperative is hazardous to strategy. The strategic agenda demand discipline and continuity. Its enemies are distraction

Date

Name: Muhammad Tariq 3 ID: 16860

a unique and valuable strategic position based on a tailored set of activities on the route served by southwest. a full service airline could never be as convenient or as low cost.

(iii) ~~of~~ A ~~Sutib~~ Sustainble Strategic position require Trade offs ⇒

first a competitator can reposition itself to match a superior performer J.C. penney for instance has repositioning itself. finally trade-offs arise from limits on international coordination and control However trad offs can be even more basic. In General value is destrayed if an activity is oversigned or under signed for its uses. finally trad off arise from limits on International coordination and control. By clearly choosing to compete with one ~~another~~ way and not another it can be based on customer needs, customer accesibility or the variety of a company product.

As we return to the Question what is strategy?

Date

(2)

Name Muhammad Talla ID: 16960

Describe Strategy:→

Companies must be flexible to respond rapidly to competative market changes. They want to achieve efficiency. According to the new dogma rivals can quickly changes or copy market position. Although the resulting operational improvements have often been dramatic many company have been frustrated by their inability to translate these Gain into Sustainble profitability. As company moves to the frontier they can often improve on multiple dimensions of performance at the same time.

(ii) Strategy Rests on unique Activity:→

It means deliberately chosing a different set of activities to deliver a unique mix of value. Most manager describe Strategic positioning in term of their Customer. Just like South west Air line company offer Short haul, low cost, point to point service b/w mid size cities and secondary Airports. South west has Staked out

Date ________

①

~~Q.No1~~ :-)

IQRA NATIONAL UNIVERSITY :-)

NAME : Muhammad Tariq

Submitted To : Mr Azmat Ali Shah

ID : 16960

PAPER : Date : 23/06/2020

Q No1 :-) INTRODUCTION :-)

Micheal . porter defines Stragic position as atempts to achieve Sustainable Competative advantage by preserving what is distinctive about a company. It help business manager of all sizes predict competative behaviour and master the art of competative intelligence

If a comp lower the final prices of its product to the customer to gain more market share other companies need to respond to this intiative to ensure its current position

The Challage of this Strategy are Cost Structure that are usually more expensive Since the Customer Seeking differentiation require greater investment in research and development of new technologies maketing and design

Apple is also an excellent example