

Strategic Management Case Study with Solution

Introduction

The field of business analysis under business management is often used in identifying business risks, business models and the determination of their solutions. There are a lot of tools for analysis that are currently available in helping a business as well as its strategy. These tools are extremely helpful towards the identification of problems that the business is facing. Often, the solutions that are offered come in the form of a system development which works towards developing the system components.

Key Drivers for Change

From the analysis, it has been found out that economically, politically, technologically, legally and environmentally, a company enjoys a strong position simply because of a strong market position, considerations on legal aspects, as well as research of top quality products in terms of production and distribution.

Suggested Solutions

The model presented by Michael Watsons in his book "Advantage of Competitive Nations" describes that the method in which big industries turn to becoming competitive depends on the current conditions. The model also describes that there are competitive benefits that specific nations and countries are enjoying. However, when focusing on a business firm level, it has been found that various conditions, such as demand, as well as related and supporting concerns, also play a vital role in the overall outcome of the company's growth. The theory produced identified forces in which an industry can have the capability to attract a certain market. An attractive industry is described as one that has already presented the forces and can still attain profitability. The forces include threat of the existence of new products, threats of alternative products, intensive competition among current players, bargaining capacities of suppliers as well as the purchasing power of buyers. By analyzing into the capabilities of a company in each aspect, a strategic approach can be attained.

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Huangqi Zhang



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