



**The essence of
strategic analysis in
marketing and its
concepts**

LECTURE 1

Agenda

- What is Strategic Analysis?
- Strategic Analysis process
- Steps of Strategic Analysis
- Basic methods of SA in Marketing
- Successful and unsuccessful cases

What is Strategy?

A strategy is a plan of actions taken by managers to achieve the company's overall goal and other subsidiary goals. It often determines the success of a company.



What is Strategic Analysis?

Strategic analysis is a process that involves researching an organization's business environment within which it operates



In a constant strive to improve, organizations must periodically conduct a strategic analysis which will, in turn, help them determine what areas need improvement and areas that are already doing well.



A Strategic Analysis Model – that works! (SAM^{tw})

Situation Analysis



1. What is the current situation?

Alternatives Analysis



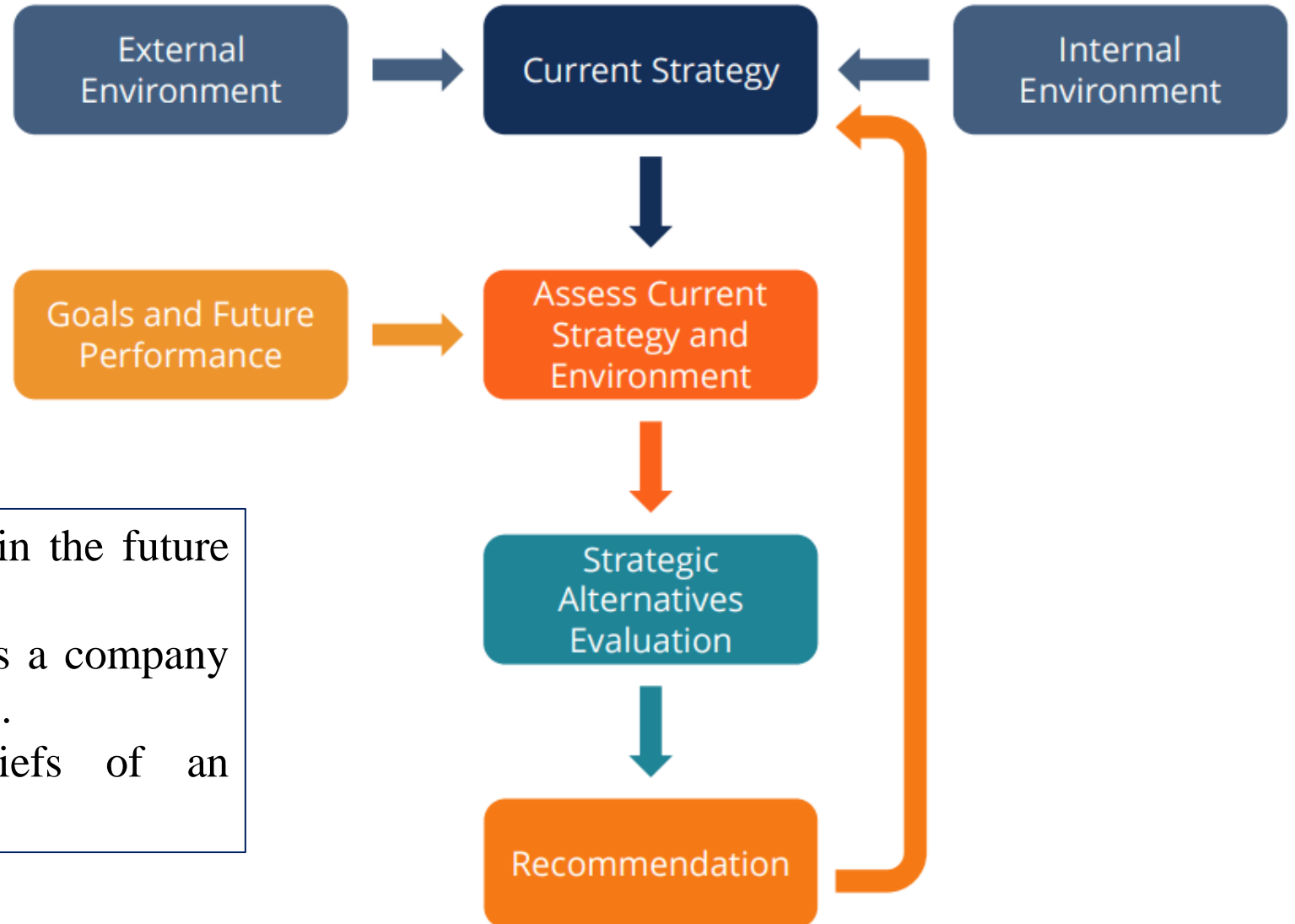
2. Where do we want to go?

Recommendations



3. How can we get there?

Strategic Analysis Process



"There will be a personal computer on every desk running Microsoft software."

- **Vision** – What it wants to achieve in the future (5-10 years)
- **Mission Statement** – What business a company is in and how it brings together people.
- **Values** – The fundamental beliefs of an organization.

Mission statements



“To inspire humanity — both in the air and on the ground.”



“To accelerate the world’s transition to sustainable energy.”



“To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.”



“If you have a body, you are an athlete.”

Steps of strategy analysis



Examples of analytical methods used in strategic analysis include:

- SWOT analysis
- PEST analysis
- Porter's five forces analysis
- Four corner's analysis
- Value chain analysis
- Positioning Map
- Marketing mix analysis
- Competitiveness analysis
- Market attractiveness analysis.

All leading organization who are well known for their achievements have years of strategic planning being implemented at various stages.



The most significant reward for Akio Morita was thanks to his work, the phrase “Made in Japan” was perceived by buyers all over the world as a guarantee of the highest quality.

The first digital camera was created in the depths of the Kodak company in 1975.



When they realized their mistake, it was too late.



Companies around the world use a variety of ways to attract customers, gaining their trust in repeat sales, leading competitors and maintaining their place in the market.



“Brilliant idea”

“Bright room”

“East and south doors”

Successful globalization strategy



One little Japanese girl, having arrived in Los Angeles, said to her mother: “Look, mom, they have McDonalds here too!”

She didn't know that McDonald's was actually an American company. It has 2,000 branches in Japan and is the company's largest franchise network outside the US. “Consider us an American organization, we will not see two thousand restaurants,” said James Cantalupo, head of McDonald’s

By insisting on a high proportion of local capital in franchised restaurants and tailoring menus to national cuisines, McDonald's has successfully avoided many of the same cultural blunders that some other American firms have made.

Canvas method

1. Introduction

Problem

Customer satisfaction is affected by various factors

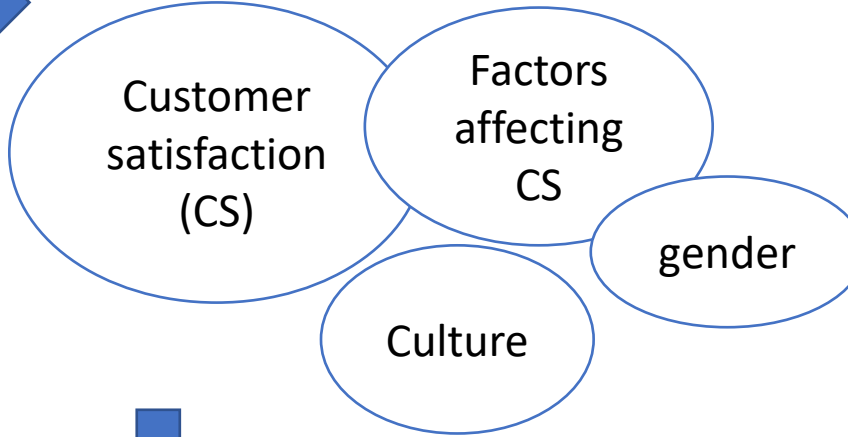
Importance

Customer satisfaction worth \$millions to firm value.

Goals

To examine whether and how customer satisfaction ratings are potentially influenced by gender and culture.

2. Theoretical background



3. Empirical study

Method

Qualitative
Quantitative
Mixed
(Survey, Interview, Case study, Delphi, Focus group, etc)

Results

Presence of nonwhite and women service employees may produce lower aggregated customer satisfaction evaluations that may hurt individuals and organizations financially.

4. Contribution

Theoretical

Expand the literature in the field of customer satisfaction.

Practical

Suggestions on how to manage reviled factors (gender, cultural factors, etc) for achieving high rate of customer satisfaction.