

Week 3 summary

Strategy incorporates

- ❑ *Analytical elements*- choosing the right strategy for your company .
Resource/strategic inputs ? staff? Money? Time/market era? Immediacy? Strategy selection factors include target segments, market and industry you're in as well as what your competitors are doing/past failures
- ❑ *Formulation aspects*- how should the strategy be made? Certain key steps?
- ❑ *Implementation aspects*- when to implement? Right economic time/political? Any potential problems with timing e.g trends dying out/new trends/change in political agendas/social agendas
- ❑ *Control aspects*- monitoring/making sure it stays aligned with your firm's strategy

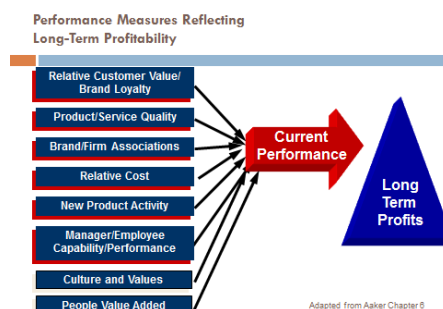
Marketing value drivers

- ☐ Inputs = resources + strategy
- ☐ Via value of biz and customer
- ☐ Without customer → there can be no shareholder value
- ☐ Customer value > shareholder value
- ☐ Value > satisfaction

Financial performance- Sales and profitability

- ☐ ROA > equity → so shareholder can improve the value of their investment
- ☐ Reduce outsourced assets
- ☐ Easy for competitors to copy what you do but not who you are.

Performance measure- LT profitability



Strengths and weakness

- ☐ Strategies leverage strengths and neutralize weaknesses- SCA/core competency → hard to copy
- ☐ Competitive advantage/upper hand → no weak spots for possible threats(5's)
- ☐ PERCEPTION OF VALUE → MUST CREATE THIS → Hard to alter them once set

Structuring Strategic Decisions

