

Kevin Saunders
Module 1 Assignment
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1. A well-developed strategy contains five components. Briefly discuss each one.

The five components of strategy are scope, goals and objectives, resource deployments, identification of a sustainable competitive advantage, and synergy. Scope defines a company's target market, target geographical location and products or services it will offer. Goals and objectives provide a measurable desired outcome for following the strategy. Resource deployment deals with how a company will use its limited resources in the best way possible. Identification of sustainable competitive advantage component of a strategy is where a company defines what will separate them from their competitors. Synergy component of a strategy is when all parts of the business are working together to provide a better outcome.

2. Exhibit 1.9 describes the process of formulating and implementing a marketing strategy. Provide a top-level bulleted list of the process (There is no need for a lot of detail. Throughout the class, we will cover the entire process).

1. Market Opportunity Analysis

- Understanding market opportunities
- Forecasting and market knowledge
- Customer analysis, segmentation, and target decisions
- Positioning decisions

2. Formulating Strategies for specific market situations

- Strategies for new market entries
- Strategies for growth markets
- Strategies for mature and declining markets
- Strategies for new economy

3. Implementation and control

- Implementing business and marketing strategies
- Controlling marketing strategies and programs

3. Define what a marketing plan is. Exhibit 1.10 lists the contents of a marketing plan. Which section is the most important, in your opinion, and why?

A marketing plan is a written plan that outlines a company's overall marketing strategy. A marketing plan typically includes an analysis of the target market a competitive analysis, description of the marketing mix, a budget ad timeline. The section that's most important in the marketing plan in my opinion is the marketing strategy. This section summarizes the overall strategic approach to marketing and sets an objective for the marketing.

4. List the components of a well-defined corporate strategy.

1. Scope, Mission, and Intent
2. Objectives
3. Source of competitive advantage
4. Resource allocation

5. Source of synergy

5. Define each of the following (one sentence for each will suffice): market penetration strategies, product development strategies, market development strategies, and diversification strategies.

Marketing penetration strategy is a plan for entering or increasing market share for a product or service in an existing market.

Product development strategies are the methods used to create, enhance, or adjust a product or service to meet the needs of the target market i.e. R&D

Market development strategy the process of expanding the customer base for an existing product or service by entering new markets.

Diversification Strategy the approach of expanding a company's business by adding new products or services in unrelated markets.

6. A firm always wants to increase synergy across its various businesses and product markets. Describe any two sources of synergy described in the text.

Corporate Identity and Corporate Brand as a Source of Synergy- Corporate identity refers to the visual and verbal elements that define a company's image, while corporate brand encompasses the overall perception and reputation of a company. When these two aspects are effectively aligned, they can create a strong synergy that reinforces a company's brand and creates a sense of trust for customers. A company with good corporate identity and brand as a source of synergy is Apple.

Knowledge- Based Synergy- Knowledge-based synergies refer to the benefits that happen from combining and leveraging the specialized knowledge and expertise of different individuals or organizations. By sharing information and expertise, organizations can achieve greater innovation and efficiency in their respective markets.

7. Briefly describe two characteristics of strategic business units (SBUs).

-A homogenous set of markets to serve with a limited number of related technologies. Limited product market entries make it easier for managers to formulate a business strategy.

-A unique set of product markets

This prevents one product from cannibalizing the other. It also maximizes economies of scale.

8. Exhibit 3.1 describes four business strategies. Of the four, which one is clearly the 'worst' to be for a company? Why?

Reactor is the worst of the four business strategies for a company to be. This is because it lacks a defined competitive strategy. Also, companies that use this strategy only respond when environment pressures force them to. This strategy will limit companies' innovation and will never have a competitive advantage.

9. Describe the environmental factors that make the prospector business strategy favorable. Exhibit 3.5 may assist with this.

The environmental factors that make the prospector business strategy favorable are the industry and market and competition. The industry and market is favorable because there is a large customer segment that has not been identified. The competition is favorable because there is few to no competitors.

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