Strategic Development notes

Objective 1: Five Forces Model of Competition

Topic 1: Porter's Five Forces Model

Sub-Topic 1: Five Forces Overview

Introducing the Five Forces Model of Competition

Create Your Own Five Forces Model Example

Sub-Topic 2: Five Forces Elements

Understanding the Five Forces of Competition

Start Personalized Lesson : Check and improve your understanding on this topic

Topic 2: Milestone Activity

Sub-Topic 1: Milestone Activity: Using the Model

Using the Model

Topic 3: References

Sub-Topic 1: References

References

Objective 2: Business-Level Strategies

Topic 1: Low Cost Strategies

Sub-Topic 1: The Ten-Ten Planning Process

The Ten-Ten Planning Process

Sub-Topic 2: Estimating Costs to Compare and Select Projects

How to Estimate Costs to Compare and Select Projects

Sub-Topic 3: Estimating Costs to Initiate Projects

Approaches to Estimating Costs to Initiate Projects

Start Personalized Lesson : Check and improve your understanding on this topic

Topic 2: Differentiation Strategies

Sub-Topic 1: How Strategies Emerge

How Do Companies Set Strategy?

Sub-Topic 2: The Strategy Diamond

Introducing the Strategy Diamond

Sub-Topic 3: Global Innovation

Choosing Strategy in a Globalized Economy

Reflection: Strategic Considerations in the Globalized Economy

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Topic 3: Focused Low-Cost and Focused Differentiation Strategies

Sub-Topic 1: Planning for "Stuck in the Middle" Strategies

What is "Stuck In the Middle" Strategy?

Overview of "Stuck in the Middle" Strategy

Sub-Topic 2: Industry Structure and Low-Cost

How the Structure of an Industry Can Evolve

Start Personalized Lesson : Check and improve your understanding on this topic

Topic 4: References

Sub-Topic 1: References

References

Objective 3: Corporate-Level Strategies

Topic 1: Corporate-Level Strategies

Sub-Topic 1: Concentration Strategies

Concentration Strategies: An Overview

Sub-Topic 2: Portfolio Planning

Portfolio Planning

AARP and Portfolio Planning

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Topic 2: Concentration on a Single Industry

Sub-Topic 1: Market and Cost Globalization Drivers

Industry Globalization Drivers

Understanding Industry Globalization Drivers

Sub-Topic 2: Competitive and Government Drivers

Globalization and the Automotive Industry

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Topic 3: Vertical Integration and International Expansion Strategies

Sub-Topic 1: Target Market Selection

Target Market Selection

Sub-Topic 2: Measuring Market Attractiveness

Four Key Factors in Selecting Global Markets

The Five Dimensional Framework for Institutional Context

How Automobile Manufacturers Decide Where to Sell

Tata Expands to China

Sub-Topic 3: Entry Strategies: Modes of Entry

Exporting, Licensing, and Higher Investment Strategy

Sub-Topic 4: Entry Strategies: Timing

The Timing of Entry

The Pros and Cons of First-Mover Advantage, or "Pioneer Advantage"

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Topic 4: Milestone Activity

Sub-Topic 1: Milestone Activity: Linking the Two

Linking the Two

Topic 5: Diversification Strategies

Sub-Topic 1: Firm-based characteristics

Global Branding

Sub-Topic 2: Product Market Factors

International Brand Structure: Product Market Factors

Sub-Topic 3: Market Dynamics

International Brand Structure: Underlying Market Dynamics

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Topic 6: References

Sub-Topic 1: References

References