

Strategy and Leadership PV237

Ing. Michala Homolova, MBA.



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**Strategy
Analytic tools**



Strategic planning – analysis is a key

Commonly used tools

- **PEST(EL) analysis of macro-environmental factors used by marketers**
 - **SWOT internal and external factors across organization**
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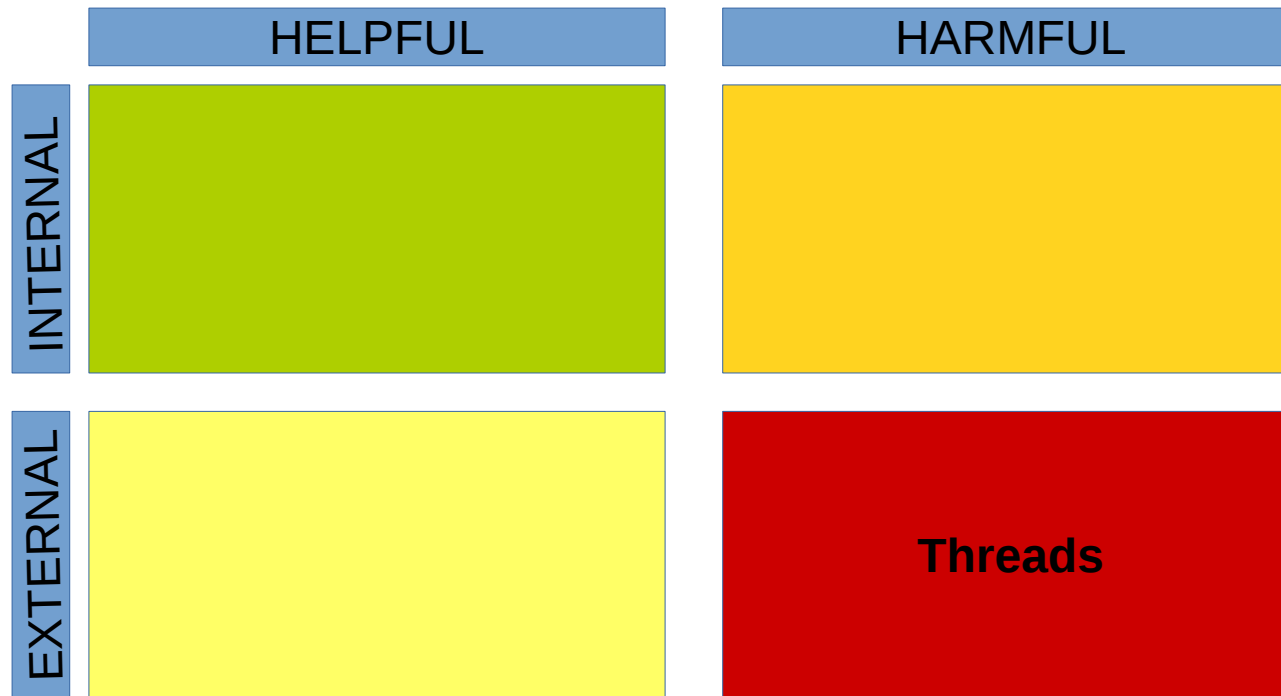


Strategy planning – PEST(EL) analysis

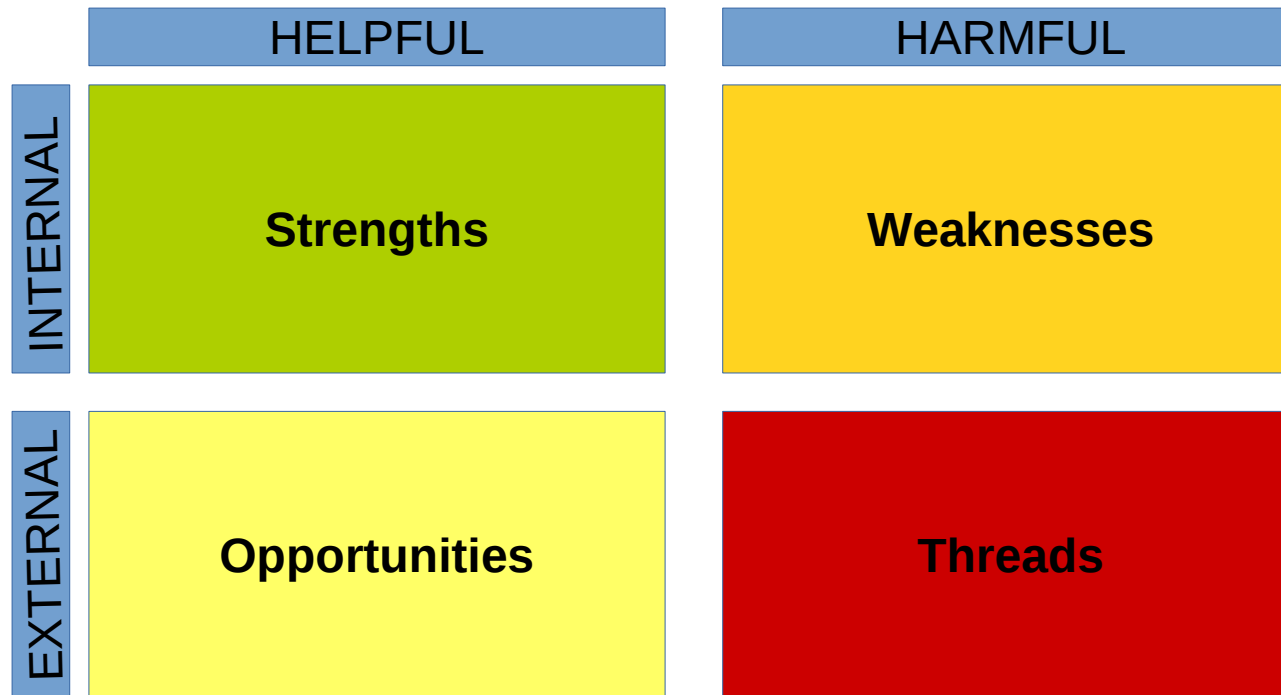
- **P**olitical government policy and stability, foreign trade and tax policy, labor code
- **E**conomic exchange rates, inflation, economic growth...
- **S**ocial health consciousness, career attitudes, population growth, age distribution...
- **T**echnological new ways of producing and distributing goods and services, new ways of communicating with target markets
- **E**nvironmental carbon footprint, pollution, scarcity of raw materials, doing business in ethical and sustainable manner
- **L**egal health&safety, equal opportunities, consumer rights and laws, product labeling and safety, advertising standards



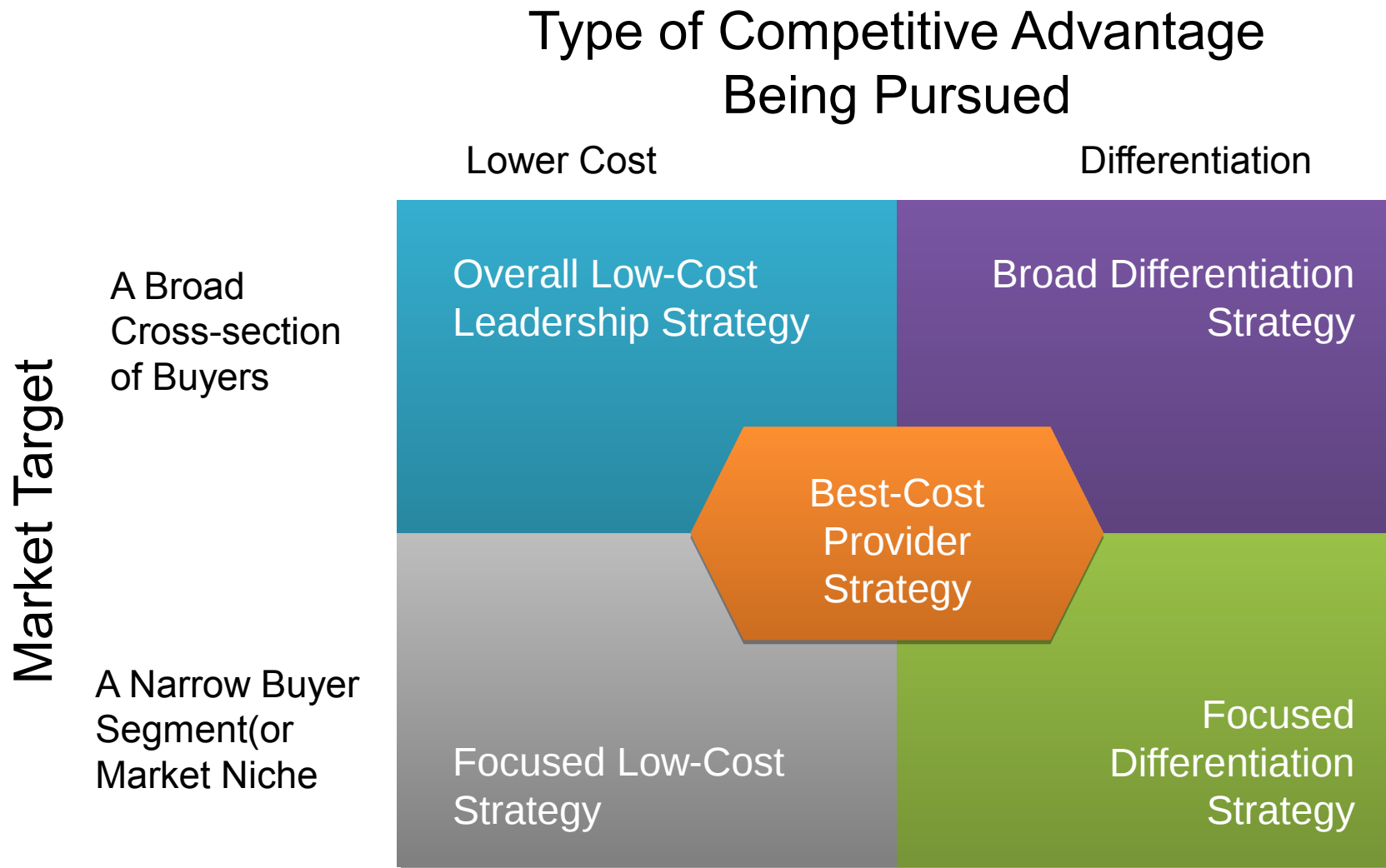
Strategic planning - SWOT



Strategic planning - SWOT

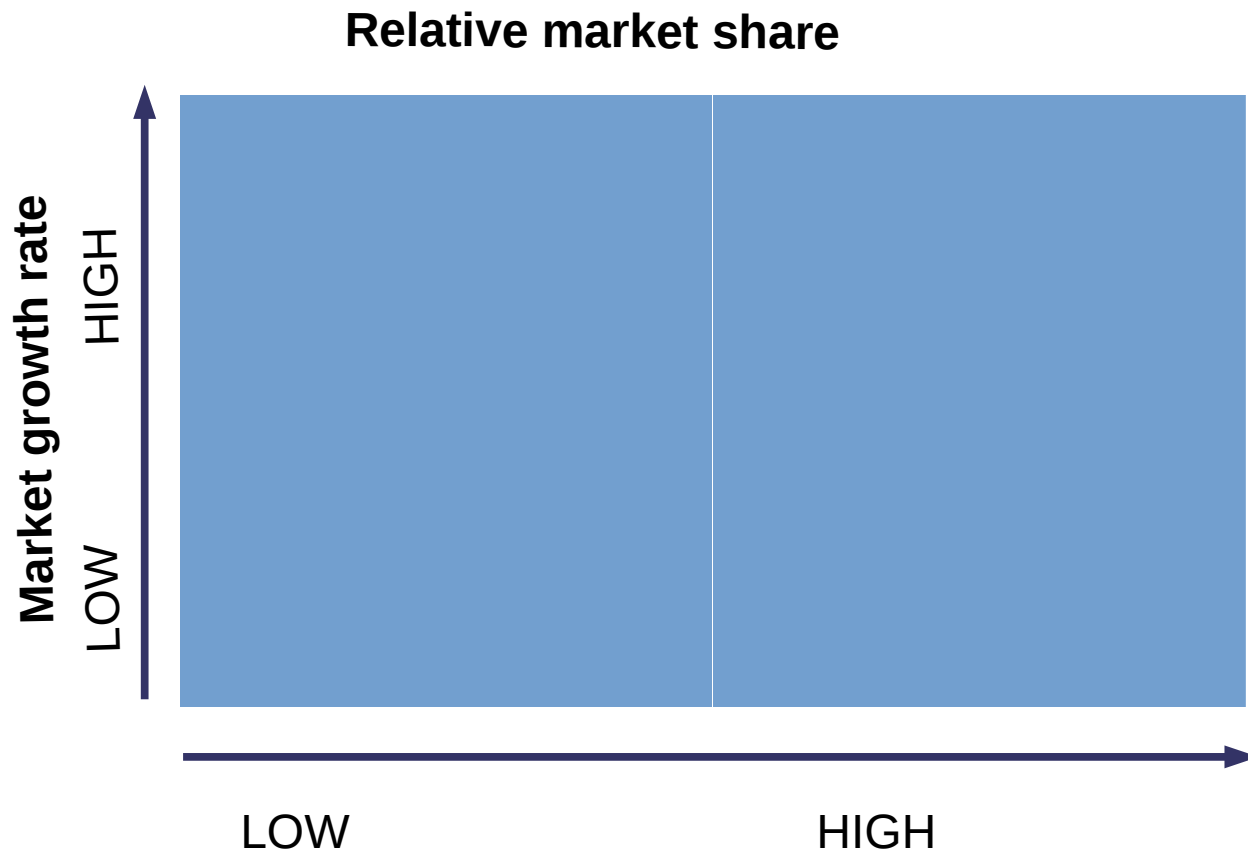


Porter's Five Generic Competitive Strategies

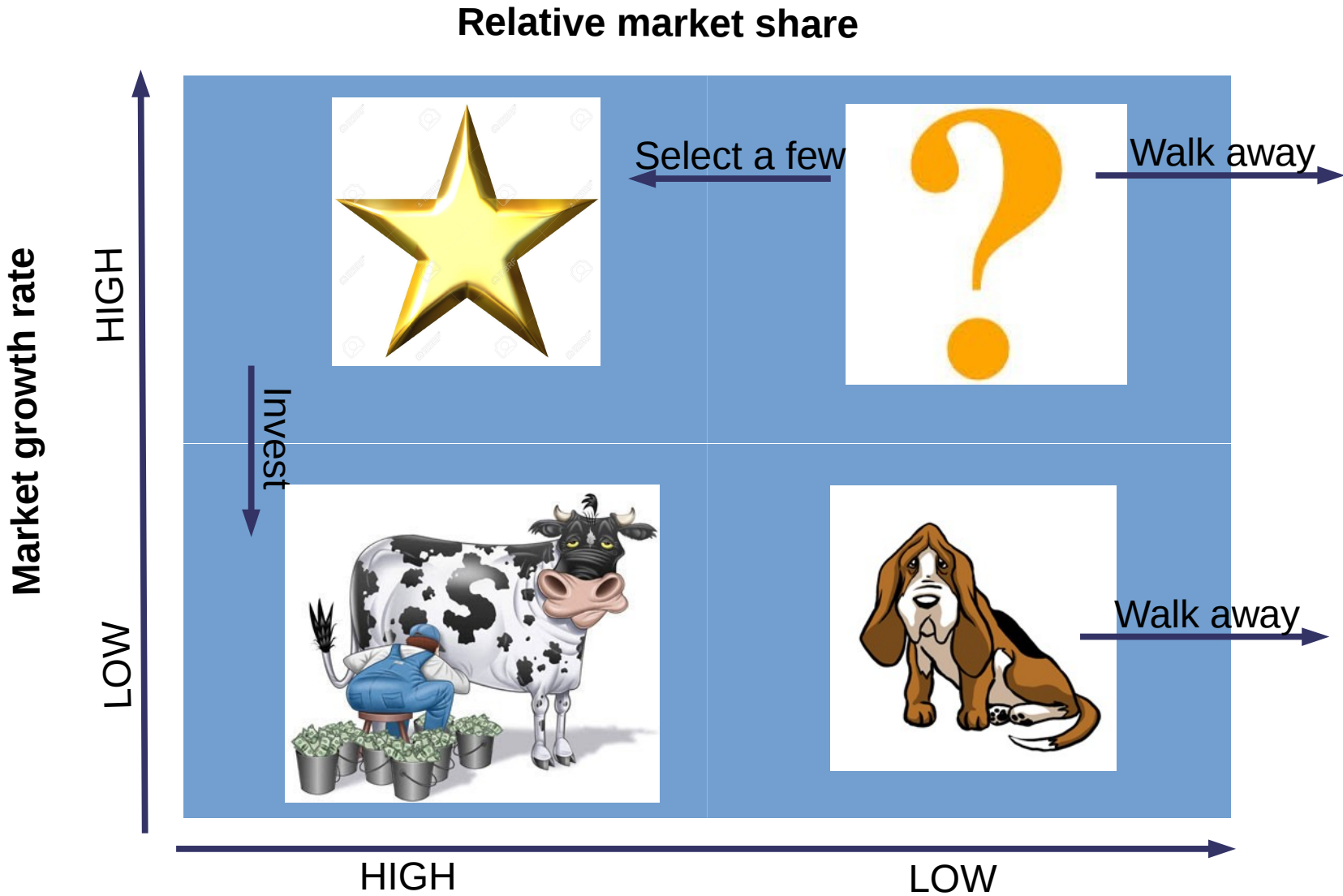


BCG Product Portfolio matrix

- Work in pairs and deduct which picture goes into which quadrant



BCG Product Portfolio matrix



Quick assignment within 24 hours

- Five minutes - within 24 hours - one take away – one thing that stuck – thoughtful paragraph via email
- If you were absent: create a SWOT and PESTEL analysis for your company
- Rename your company in Globus, if you haven't yet
- Attention, there is no class on Easter Friday, but THERE IS a Glo-bus decision round this week!!!

