

Strategy and Leadership PV237

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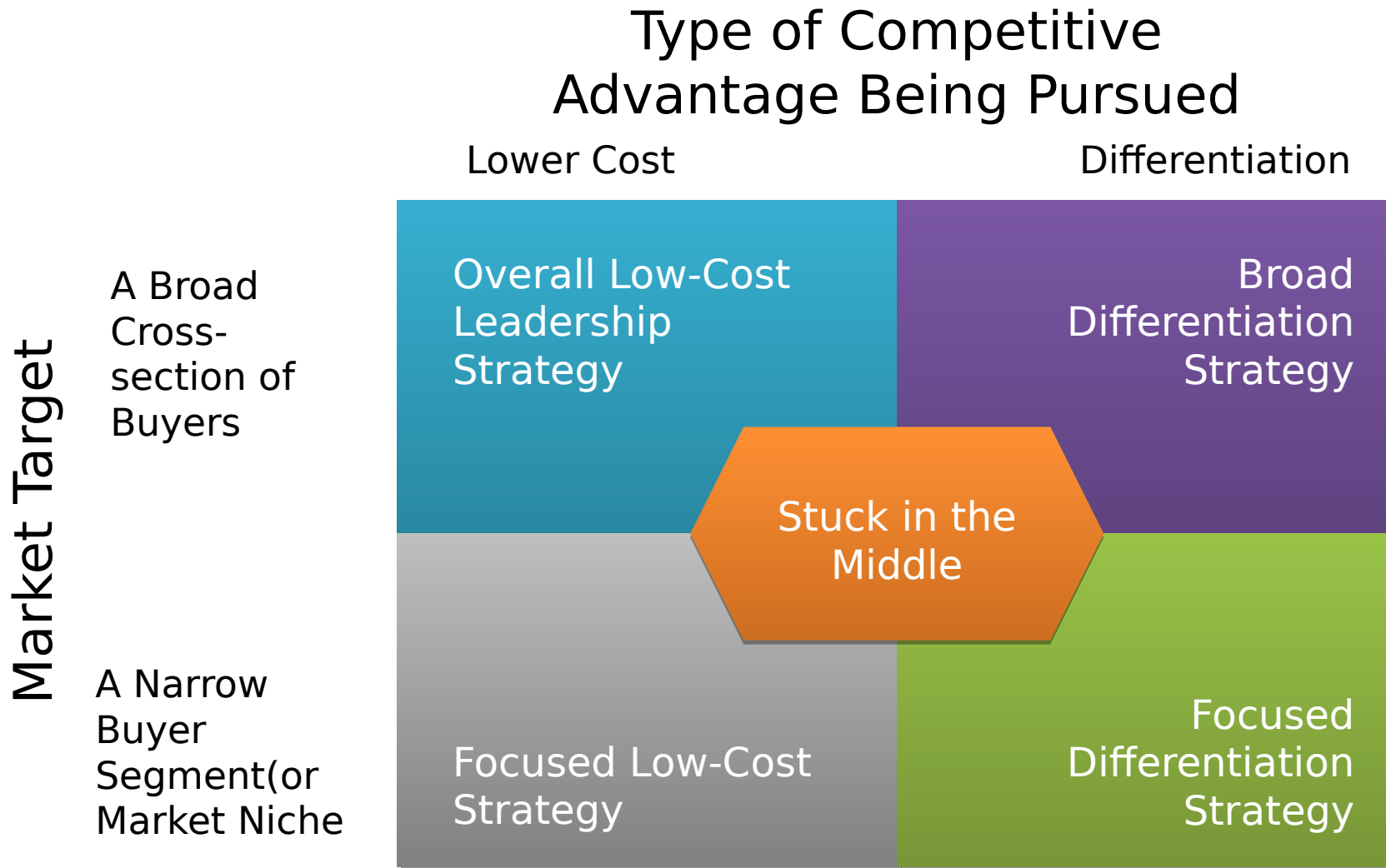
Strategy
Market Strategies
Analytic tools



Strategy and Leadership PV237



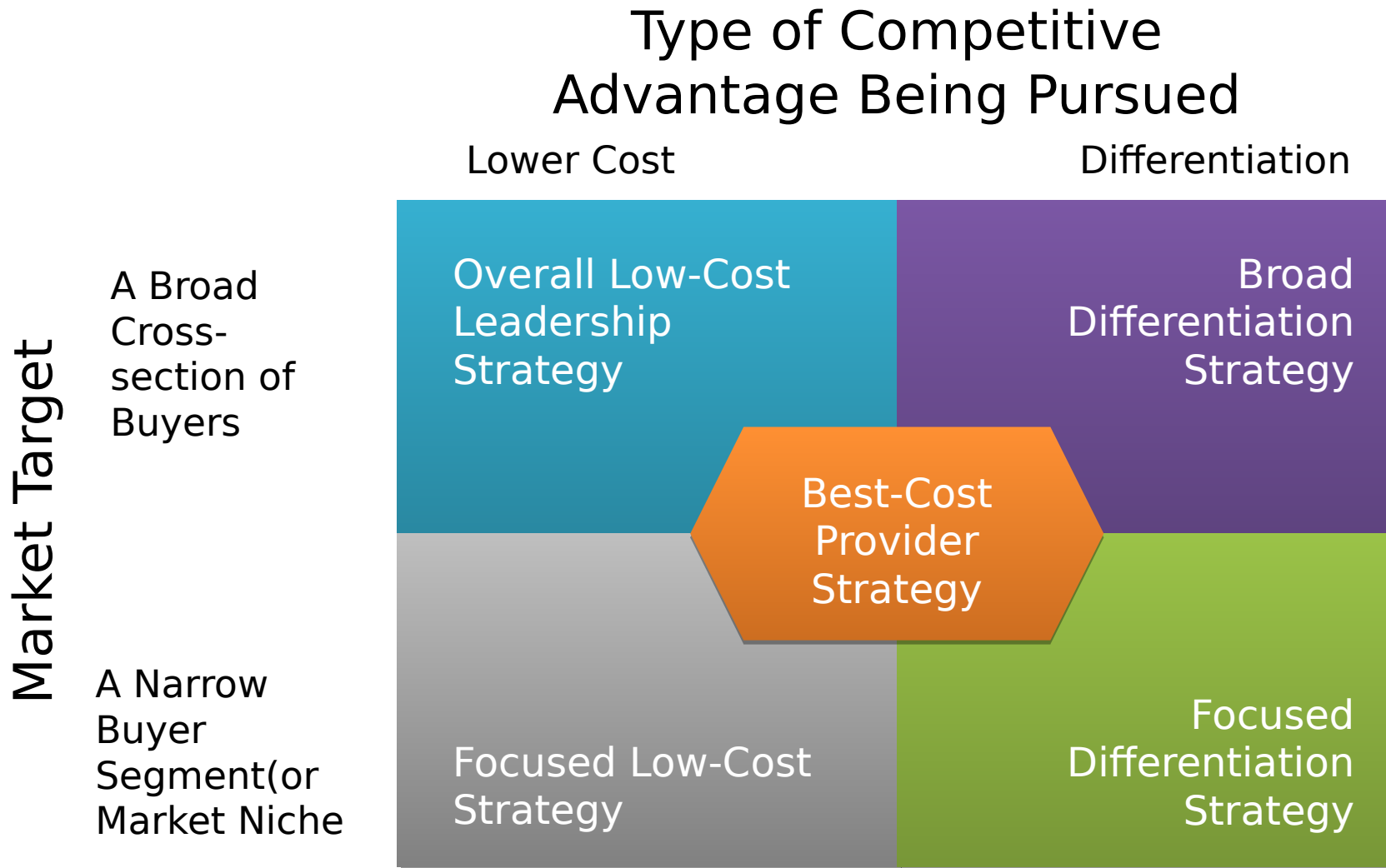
Porter's Five Generic Competitive Strategies 1980



Cost and Differentiation Strategy are mutually exclusive



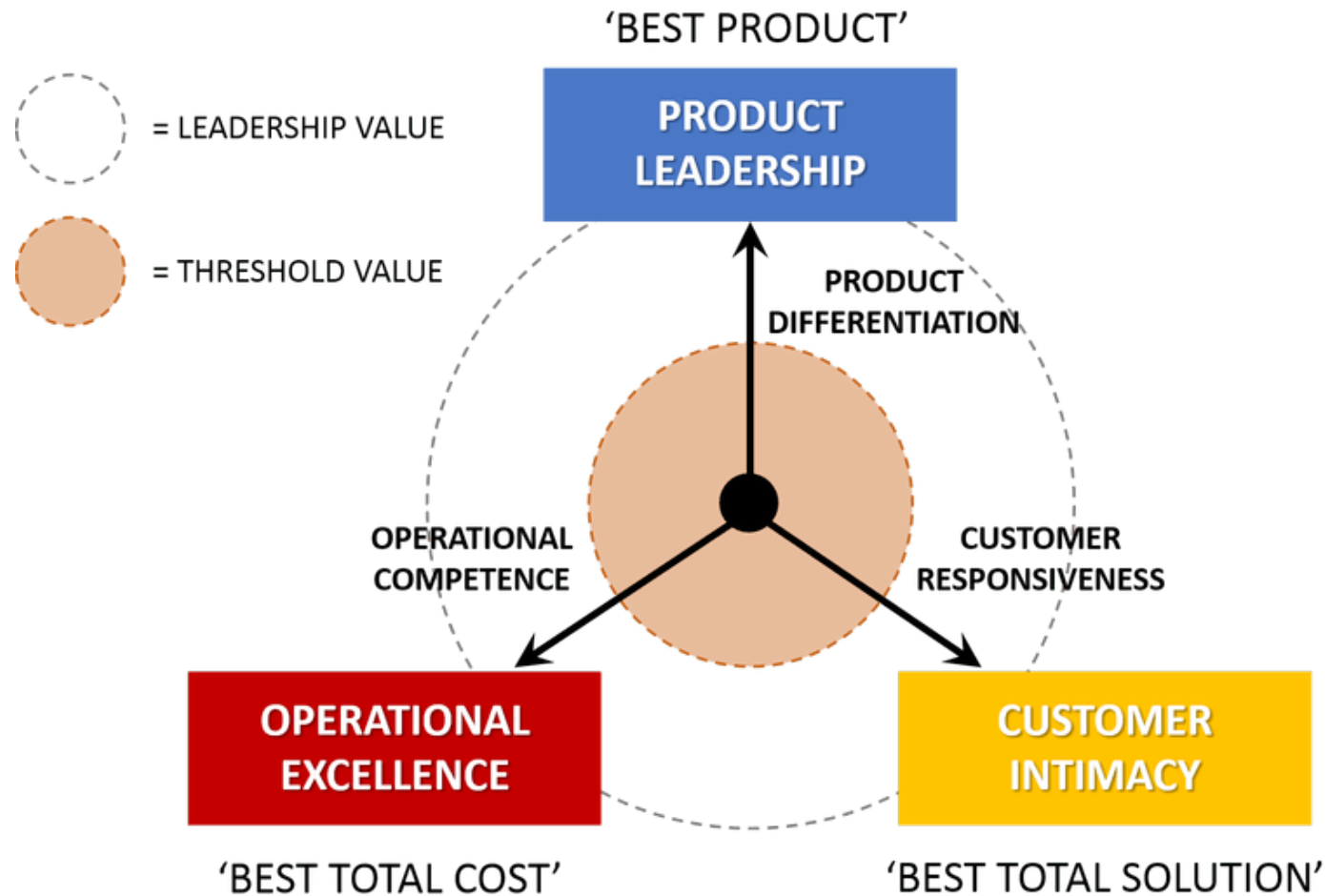
Porter's Five Generic Competitive Strategies 2007



Hybrid Strategy needed due to highly volatile market conditions



Value Discipline Strategies



Treacy and Wiersema (1993) The Discipline of Market Leaders



The 4 Ps of Marketing Mix



Later expanded to 7

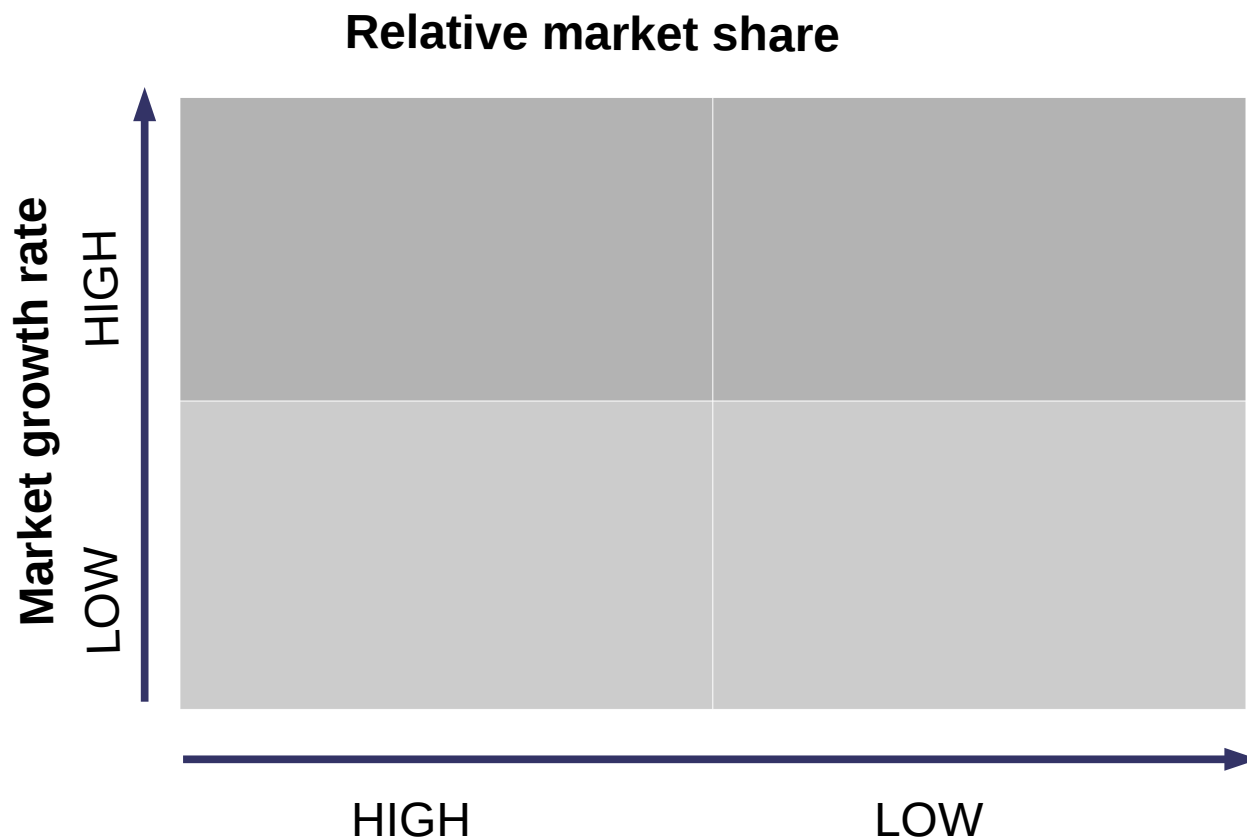
People
Process
Physical evidence

Based on “The Concept of the Marketing Mix” article by Neil Borden published in 1964

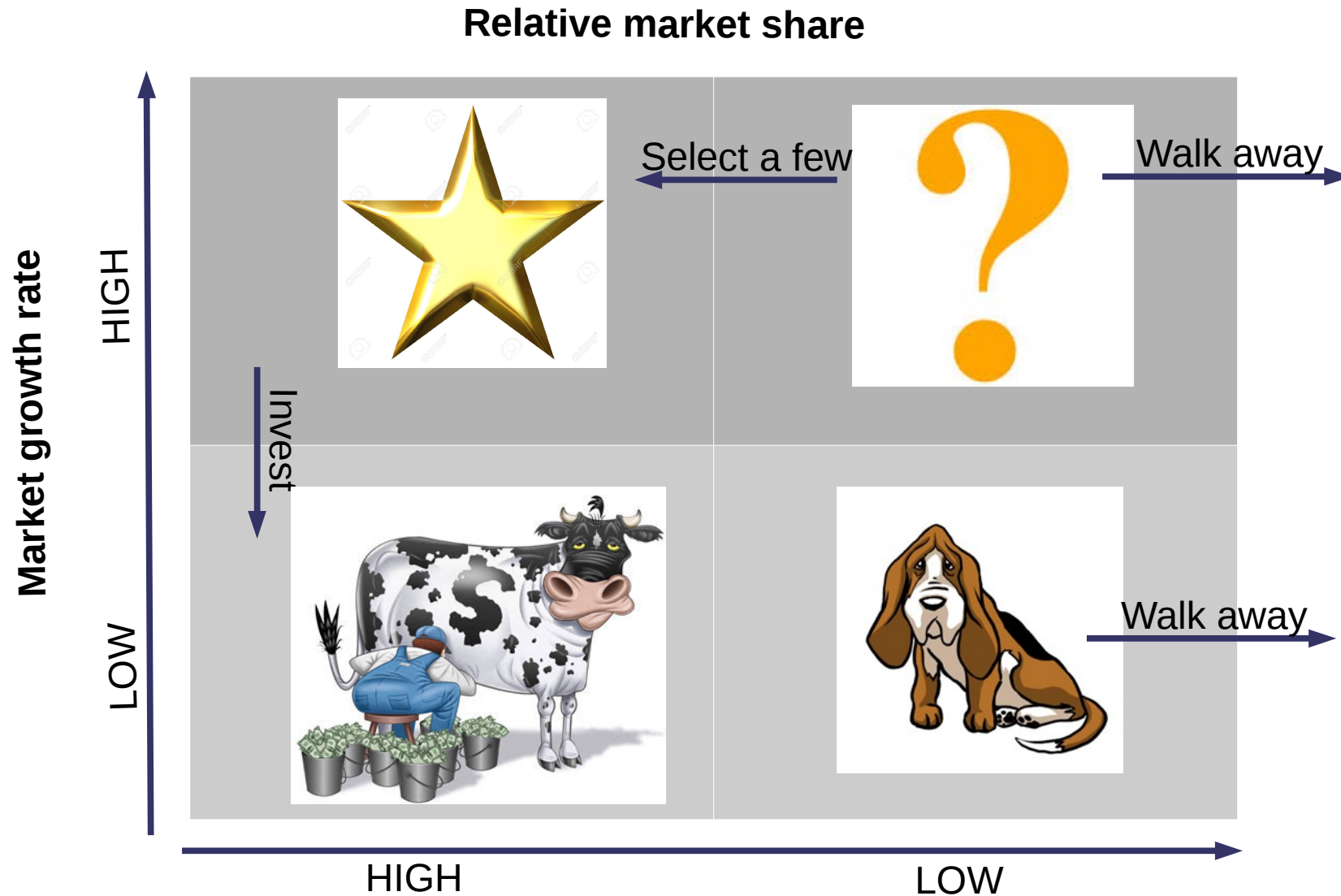


BCG Product Portfolio matrix

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



BCG Product Portfolio matrix



Values

Values - behavior standards that help set company culture

Exercise:

Write down the ones that come to your mind – if it were your company, what would be important?

Put it together in groups, indicate number there where a particular value appeared repeatedly.

Put it on whiteboard as a group, create a wordle as homework – you will need it for final presentation



Values



Assignment

- Deadline for the presentation is May 11.
- There will be two presentation slots: May 13 and May 20.
- Each team needs to present. All members need to be there for the team presentation

