Overview of Strategic Market Management

Strategic Analysis

**External Analysis**

- Customer analysis:
  Segments, motivations, unmet needs.

- Competitor analysis:
  Identity, strategic groups, performance, image, objectives, strategies, culture, cost, structure, strengths, weaknesses.

- Market analysis:
  Size, projected growth, profitability, entry barriers, cost structure, distribution systems, trends, key success factors.

- Environmental analysis:
  Technological, governmental, economic, cultural, demographic, scenarios, information-need areas.

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Opportunities, threats, trends, and strategic uncertainties.

**Internal Analysis**

- Performance analysis:
  Profitability, sales, shareholder value, analysis, customer satisfaction, product quality, brand associations, relative cost, new products, employee capability and performance, produce portfolio analysis.

- Determinants of strategic options:
  Past and current strategies, strategic problems, organizational capabilities and constraints, financial resources and constraints, strengths, and weaknesses.

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Strategic strengths, weaknesses, problems, constraints, and uncertainties.

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**STRATEGY INDENTIFICATION and SELECTION**

- Identity strategic alternatives.
  - Product-market investment strategies
  - Functional are strategies.
  - Assets, competencies, and synergies
- Select strategy
- Implement the operating plan.
- Review strategies