

## 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.



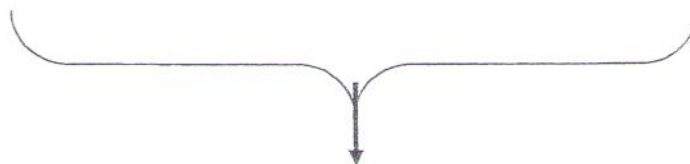
Opportunities, threats, trends, and strategic uncertainties.

#### 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.



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



### **STRATEGY IDENTIFICATION and SELECTION**

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