

Agenda

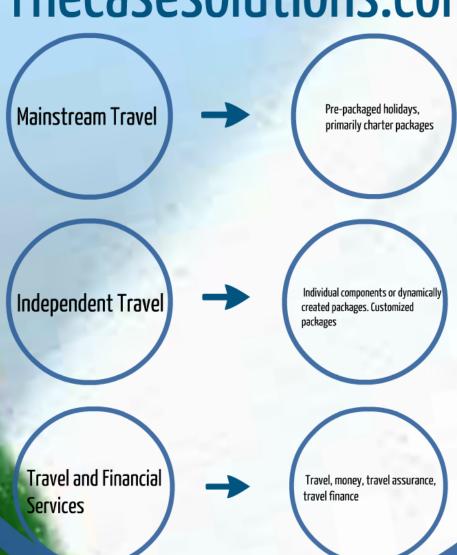
- 1. Thomas Cook Group: an Introduction
- 2. Strategic Analysis
 Macro-Environment
 Micro-Environment
 Internal
- Strategic Choice
 Ansoff Matrix
 Porter's generic strategies
- 4. Strategic Fit Segmentation, Targeting, Positioning SMARTT
- 5. Marketing Management Marketing Mix
- 6. Implementation & Control
- 7. Summary
- 8. References



1. Thomas Cook Group – an Introduction

- A leading leisure travel company founded in 2007 through the merger between Thomas Cook AG and MyTravel Group plc
- Operates under 6 geographic segments & is number 1 or 2 in its core markets
- Revenue of £9.8billion in 2011, serving 23.6 million customers
 - Thecasesolutions.com





2. Macro-Environment: PEST Analysis

Factor	Trend	Implication	Evaluation
Political/Legal	 Political Unrest. i.e. Arab Spring Air Passenger Duty (Keynote, 2012) 	Cancellations in bookings	Threat (-3)
Economic	Global Recession Unemployment rate for the UK between June-August 2012 was 7.9% (Office for National Statistics, 2012)	Consumers will be inclined to stay near home Decrease in demand	Threat (-1)
Social/Cultural	Increase of UK household disposable income (datamonitor, 2012)	Increase in domestic/international bookings	Neutral (0)
Technological	Ease of purchasing holidays using the Internet (TCG 2011 Annual Report, 2012)	Increase in competition from online distributors	Threat (-3)
		 Pan-European Online Travel Agency – to optimize the distribution of package holidays 	Opportunity (+2)

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2. Micro-Environment Analysis: Porter's Five Forces



2. Internal - Resource Audit

Human resources STRENGTH

- Established relationships with UK & German Universities
- Offering Degrees and on the job training
- Formal development programmes

Financial Resources THREAT

- November 2011 saw a fall in shares by 70%; September 2012 saw a rise in shares of 9.38%
- · August Net debt of £1.4bn
- May 2012 TCG agreed on a financial package worth £1.4bn

Physical Resources NEUTRAL/STRENGTH

- Aircrafts 93
- Retail outlets 3,784
- · Subsidiaries- 8

Intangible Resources STRENGTH

- TCG is a leading leisure travel service company being number 1 or 2 in its core markets
- Strong brand and customer loyalty