

# Strategic Posture of the company

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## Company-Wide Strategic Planning

Strategic Planning: The process of developing and maintaining a strategic fit between an organization's goals and capabilities and its changing market opportunities

1. Define the Company Mission
2. Set Company Objectives and Goals
3. Design the Business Portfolio

**Mission Statement:** A statement of an organization's reason for being, its central or long-term objective, and its scope of operations.

**Objectives:** Specific, measurable, and time-bound statements that define the organization's goals.

**Goals:** Broad, long-term statements that define the organization's overall direction.

**Business Portfolio:** A collection of business units or divisions that an organization manages.

**SWOT Analysis:** A strategic planning tool that identifies an organization's internal strengths and weaknesses, and external opportunities and threats.

**Porter's Generic Strategies:** A framework for analyzing and developing competitive strategies.

**Porter's Five Forces:** A framework for analyzing the competitive environment of an industry.

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## Marketing Strategy and the Marketing Mix

Marketing Strategy: The marketing logic by which the company hopes to create customer value and achieve profitable customer relationships

**Customer Value-Driven Marketing Value Strategy**  
Companies must be customer centered, engage customers, and understand customer needs and wants

### Market Segmentation

Market Segmentation: The process of dividing a market into distinct groups of buyers who differ in needs, characteristics, or behaviors, and who may respond differently to one or more marketing mix elements.

### Market Targeting

Market Targeting: The process of evaluating different market segments and selecting one or more to enter with a tailored marketing program.

### Market Differentiation and Positioning

Market Differentiation and Positioning: The process of identifying a unique value proposition for a product or service and communicating it to the target market.

**Developing an Integrated Marketing Mix**

Marketing Mix (4 P's): Product and Price (target customers), Place and Promotion (extended positioning)

4 P's from the seller's point of view, from the buyer's point of view it could be the 4 A's:

- Product = Availability
- Price = Affordability
- Place = Accessibility
- Promotion = Awareness

## Planning Through Partnering

### Partnering with Other Company Departments

**Value Chain:** the series of internal departments that carry-out value-creating activities to design, produce, market, deliver, and support a firm's products

various departments must coordinate activities to maximize productivity

### Partnering with Others in the Marketing System

**Value Delivery Network:** a network composed of the company, suppliers, distributors, and customers who partner with each other to improve the performance of the entire system in delivering customer value

Competition depends on entire network  
ex. even if Ford makes a better car, Toyota may still do more sales if the dealers provide a better sales and service experience

## Managing the Marketing Effort

### Marketing Analysis Through SWOT Analysis



**Marketing Implementation:** Turning marketing strategies and plans into marketing actions to accomplish strategic marketing objectives

**Marketing Control:** Measuring and evaluating the results of marketing strategies and plans and taking corrective action to ensure that the objectives are achieved

**Marketing Return on Investment:** The net return from a marketing investment divided by the costs of the marketing investment