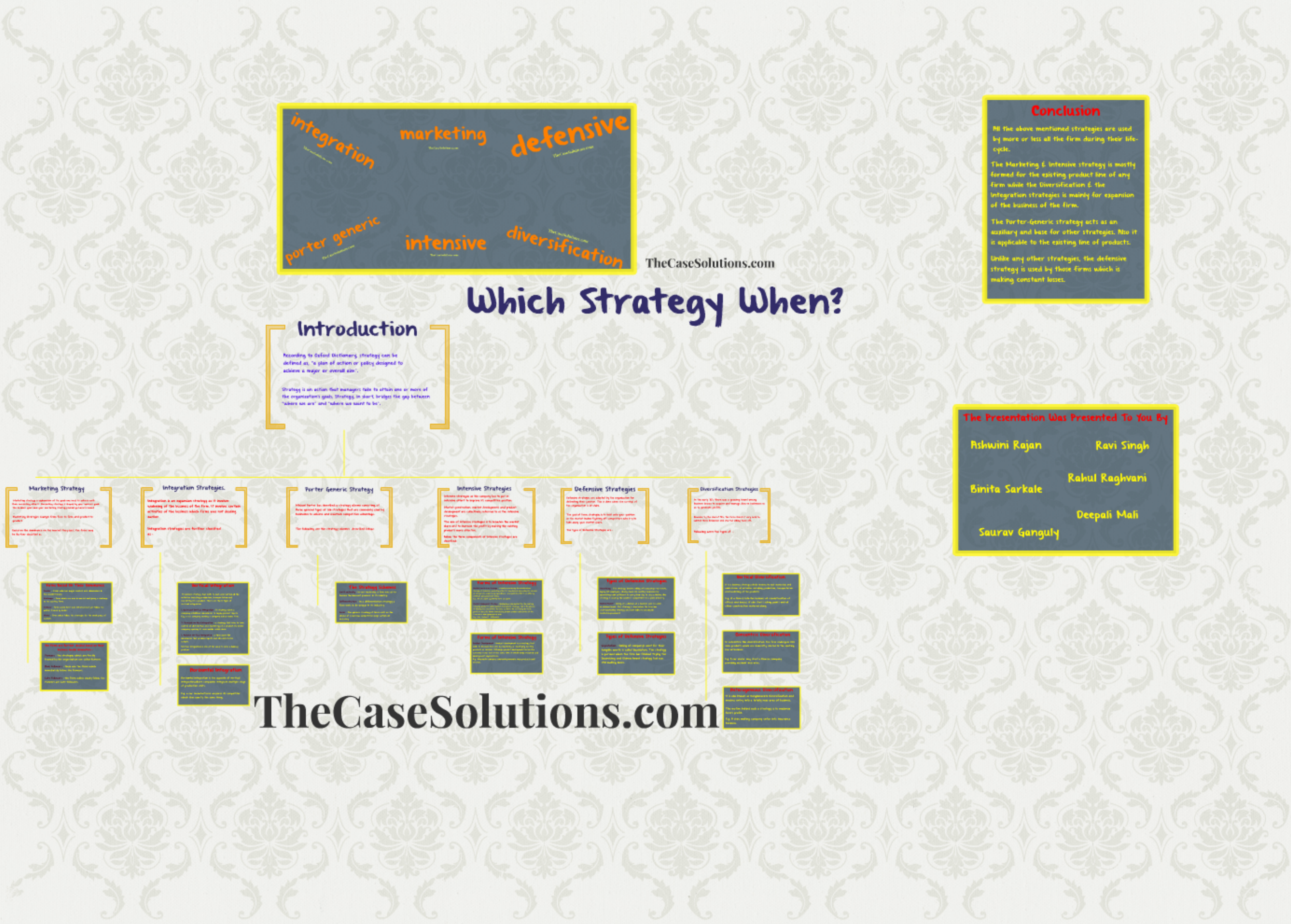
integration
marketing
defensive
porter generic
intensive
diversification
TheCaseSolutions.com
Which Strategy When?
Introduction
According to Oxford Dictionary, strategy can be defined as, "a plan of action or policy designed to achieve a major or overall aim".
Strategy is an action that managers take to attain one or more of the organization's goals. Strategy, in short, bridges the gap between "where we are" and "where we want to be".
Marketing Strategy
Integration Strategies
Porter Generic Strategy
Intensive Strategies
Defensive Strategies
Diversification Strategies
Conclusion
All the above mentioned strategies are used by more or less all the firm during their life-cycle.
The Marketing & Intensive strategy is mostly formed for the existing product line of any firm while the Diversification & the Integration strategies is mainly for expansion of the business of the firm.
The Porter-Generic strategy acts as an auxiliary and base for other strategies. Also it is applicable to the existing line of products.
Unlike any other strategies, the defensive strategy is used by those firms which is making constant losses.
The Presentation Was Presented To You By
Ashwini Rajan
Ravi Singh
Rahul Raghvani
Binita Sarkale
Deepali Mali
Saurav Ganguly
TheCaseSolutions.com

integration
marketing
defensive
porter generic
intensive
diversification
TheCaseSolutions.com
Which Strategy When?
Introduction
According to Oxford Dictionary, strategy can be defined as, "a plan of action or policy designed to achieve a major or overall aim".
Strategy is an action that managers take to attain one or more of the organization's goals. Strategy, in short, bridges the gap between "where we are" and "where we want to be".
Marketing Strategy
Integration Strategies
Porter Generic Strategy
Intensive Strategies
Defensive Strategies
Diversification Strategies
Conclusion
All the above mentioned strategies are used by more or less all the firm during their life-cycle.
The Marketing & Intensive strategy is mostly formed for the existing product line of any firm while the Diversification & the Integration strategies is mainly for expansion of the business of the firm.
The Porter-Generic strategy acts as an auxiliary and base for other strategies. Also it is applicable to the existing line of products.
Unlike any other strategies, the defensive strategy is used by those firms which is making constant losses.
The Presentation Was Presented To You By
Ashwini Rajan
Ravi Singh
Rahul Raghvani
Binita Sarkale
Deepali Mali
Saurav Ganguly

Which Strategy When?

integration

marketing

TheCaseSolutions.com

defensive

diversification

intensive

porter generic