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Conclusion

All the above mentioned strategies are used by more or less all the firms 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.

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".

The Presentation Was Presented To You By

Ashwini Rajan Ravi Singh
 Binita Sarkale Rahul Raghvani
 Deepali Mali
 Saurav Ganguly

Marketing Strategy

Marketing strategy is a plan of action that a firm uses to achieve its marketing objectives. It involves identifying the target market, determining the value proposition, and developing a mix of marketing tools to reach the target market.

Integration Strategies

Integration strategies are those that involve the acquisition or control of other businesses. They can be horizontal, vertical, or conglomerate.

Porter Generic Strategy

Porter Generic Strategy is a framework for developing a competitive advantage. It includes strategies like Cost Leadership, Differentiation, and Focus on a Single Segment.

Intensive Strategies

Intensive strategies are those that focus on the existing business. They include market penetration, product development, and market development.

Defensive Strategies

Defensive strategies are those that are used to protect the firm's position in the market. They include price reductions, quality improvements, and diversification.

Diversification Strategies

Diversification strategies are those that involve the expansion of the firm's business into new areas. They can be related or unrelated diversification.

Horizontal Integration

Horizontal integration is the acquisition of companies that produce similar products or services. It helps to increase market power and reduce competition.

Vertical Integration

Vertical integration is the acquisition of companies that are in the same supply chain. It helps to control the supply chain and reduce costs.

Cost Leadership

Cost leadership is a strategy where a firm aims to become the lowest cost producer in its industry. This allows them to offer lower prices and gain a competitive advantage.

Market Penetration

Market penetration is a strategy where a firm focuses on increasing its sales in its current market. This can be done through advertising, promotions, and other marketing activities.

Product Development

Product development is a strategy where a firm focuses on creating new products for its current market. This helps to diversify the firm's product line and reduce risk.

Market Development

Market development is a strategy where a firm focuses on entering new markets with its current products. This can be done through international expansion or targeting new customer segments.

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Marketing Strategy

Marketing strategy is a plan that defines the company's approach to the market. It includes the company's target market, the marketing mix, and the company's competitive advantage.

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Integration Strategies

Integration strategies are those that involve the acquisition of other companies or the expansion of the business of the firm. It includes horizontal integration, vertical integration, and conglomerate integration.

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Porter Generic Strategy

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Intensive Strategies

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Defensive Strategies

Defensive strategies are those that focus on protecting the company's market position. It includes price skimming, price cutting, and product differentiation.

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Diversification Strategies

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Horizontal Integration

Horizontal integration is a type of integration strategy that involves the acquisition of other companies in the same industry. It is used to increase market power and reduce competition.

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Vertical Integration

Vertical integration is a type of integration strategy that involves the acquisition of other companies in the same supply chain. It is used to reduce costs and increase control over the supply chain.

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Cost Leadership

Cost leadership is a Porter Generic Strategy that involves setting the lowest prices in the industry. It is achieved through economies of scale and efficient operations.

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Product Development

Product development is an Intensive Strategy that involves creating new products for existing markets. It is used to increase market power and reduce competition.

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Price Skimming

Price skimming is a Defensive Strategy that involves setting high prices for a new product. It is used to maximize profit and reduce competition.

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Related Diversification

Related diversification is a Diversification Strategy that involves expanding the company's business into new products and markets that are related to the company's existing business.

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Which Strategy When?



integration

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marketing

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The background features a repeating floral pattern in a light grey color. A thick, bright yellow border with a slight 3D effect runs diagonally across the top and right sides of the image. The main content is on a dark blue-grey background.

defensive

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diversification

industry

intensive

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porter generic

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