

MBA (IB) IV Semester– Paper Title: International Business Strategies.

Link between Strategy and Analysis

A strategy is a plan of actions taken by managers to achieve the company's overall goal and other subsidiary goals. It determines the success of a company. In strategy, a company is essentially asking itself, "Where do you want to play and how are you going to win?" The following guide gives a high-level overview of business strategy, its implementation, and the processes to lead to business success.

Strategy concerns an analysis of the firm's environment, leading to what the firm, given its environment, should achieve. Environmental scanning and analysis allows the firm to be connected to its environment and guarantees the alignment between the firm and its environment. Strategic analysis refers to the process of conducting research on a company and its operating environment to formulate a strategy.

Strategic Analysis:

Strategic analysis refers to the process of conducting research on a company and its operating environment to formulate a strategy. The definition of strategic analysis may differ from an academic or business perspective, but the process involves several common factors:

1. Identifying and evaluating data relevant to the company's strategy
2. Defining the internal and external environments to be analyzed
3. Using several analytic methods such as Porter's five forces analysis, SWOT analysis, and value chain analysis

Relationship between Strategy and Structure:

In other words, an organization's strategy is a plan of action aimed at reaching specific goals and staying in good stead with clients and vendors. On the other hand, an organization's structure is the way the pieces of the organization fit together internally.

Five Is of Strategic Analysis:

1. Issue Identification
2. Interested Strategic stakeholders
3. Incentive of Stakeholders
4. Information Objective
5. Interaction Strategies