Analysis Of The Macro Environment

Mercedes Sobrino Salvá

Macro-environmental Analysis Systems for Corporate Planning Jeffrey Donald Gale, 1976

Micro and Macro Environmental Analysis of the Health Care Sector in the US and France - Potential Opportunities and Threats Miriam Mennen, 2010-03-18 Essay from the year 2007 in the subject Business economics - Offline Marketing and Online Marketing, grade: 75 % - A, University of Sunderland (Faculty of Business and Law), course: International Marketing, language: English, abstract: This paper will outline the marketing environments for private healthcare in the US and France. After an environmental analysis considering the macro and the micro environment, strength and weaknesses as well as potential future opportunities and threats will be analysed for both countries. The focus lies on the insurance sector in private health care in order to provide a focused and narrowed down overview.

Market analysis Sandra Burgemeister, 2003-01-10 Seminar paper from the year 2003 in the subject Business economics - Offline Marketing and Online Marketing, grade: 80%, Swinburne University of Technology, Melbourne (MBA Program), course: Strategic Marketing, language: English, abstract: This market analysis is prepared to learn about the specific methodologies required to conduct a sound market analysis for a self-selected market segment. For this purpose, a hypothetical virtual business that serves as a gathering place for Australian breakfast or fresh bread lovers and bakeries has been created. To prove the profitably of this potential opportunity, influencing factors within the Australian baking industry as well as the ecommerce industry are researched. According to Cravens (2000), it is essential to gain an understanding of the market to become market driven. Therefore, the first part of this analysis is often referred to as the PEST analysis, which identifies the external factors that influence the baking and ecommerce industry and thus change the size and composition of the market overtime. The second part is concerned with obtaining internal information about the baking and ecommerce industry, its customers, suppliers, and direct and indirect competitors. The assessment of both the internal and external forces that drive the market, lead to the definition of the critical success factors for this virtual venture. A summary of the findings is then given through Porter's model of market profitability to potentially serve as the basis for developing a market driven strategy for the virtual opportunity. Despite the high thread of substitute products, it is believed that the trend towards more convenience will make this business successful. With respect to the analysis provided and given that business partners are willing to cooperate, this business concept is considered a sound investment.

What Is the Medium-Term Impact of the Bric Countries? Mercedes Sobrino Salvá, 2011-04 Master's Thesis from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 2:1, Oxford Brookes University, language: English, abstract: The reason for this theme is based on a series of studies that began in 2001 with the Goldman Sachs (GS) Global Economic Teams and their document Dreaming with BRICs: The Path to 2050, which developed the BRIC hypothesis that groups together Brazil, Russia, India and China. Its relevance is based on the fact that the rise of the BRIC economies has been one of the major economic changes over the past few decades, and the fact that the BRICs are predicted by many to become the leading economies by 2050. However, these countries are predicted to be poorer on average than the G6 in per capita terms. The first step of the current dissertation was to conduct a macro-environmental analysis with the purpose of investigating the future prospects of the BRICs, and, therefore, the socio-economic challenges that are believed to be actual and future constraints for the BRICs' sustainable growth. As a result, it can be concluded that Brazil's growth may not be sustainable unless there is a long-term financial shift; Russia's growth sustainability requires an increase in population; India's growth seems sustainable, yet the uneducated population might have negative effects at some point by 2050; and China's growth is not likely to decline by 2020, but the socioeconomic challenges it faces might start to have an effect by 2030, meaning its growth rate might not be as robust as is now by 2050. This study is also based on an economic model developed by the researcher, with the objective of investigating the BRICs' prospects in GDP per capita terms, whose initial findings were analysed considering GS's and PricewaterhouseCoopers' (PwC) studies. As a result of this study, the BRICs are projected not to be the leader economies in per capita terms by 2050. However, considering that the long term and uncerta

Macroenvironmental Analysis for Strategic Management Liam Fahey, V. K. Narayanan, 1986

Benchmarking Collaborative Networks Katarzyna Rostek,2015-04-08 Limited potential of financial, organizational, human and technology resources doesn't provide SMEs sufficient opportunities to access information and knowledge necessary in competition. Observing the methods and tools used by large companies, this book studies the conditions under which it would be possible to provide support to SMEs at a lower cost and with greater methodological and organizational backing. The author presents the proposed solution, Benchmarking Collaborative Network, which would provide SMEs access to information about their level of competitiveness, the key areas for the creation of competitive advantage and the activities required to achieve this advantage.

Samsung's international strategy. An Analysis Fei Ying,2016-08-25 Essay from the year 2016 in the subject Business economics - Offline Marketing and Online Marketing, , course: international business, language: English, abstract: Samsung Group is a giant multinational enterprise composed of more than thirty affiliated corporations in various industries. Samsung Group is acting a significant of roles including supplier, designer, engineer and producer etc. As a global conglomerate,

Samsung has achieved a great success in both domestic and foreign markets. Samsung mobile business has contributed enormously to the whole company, providing mobile phones that satisfy consumers' needs. Samsung maintain the first position with innovated products, such as the Galaxy S5, Galaxy Note 4 and Galaxy Note edge across the whole mobile and smartphone markets in the world in 2014. A closer look will be taken on Samsung's mobile communications business. As Samsung intends to expand global footprint, international business strategy would be adopted inevitably by the company. The purpose of this paper is to exam a case of Samsung Mobile and explores how the environment impacts on Samsung's international strategy by using appropriate strategic tools.

<u>Principles of Marketology, Volume 2</u> Hashem Aghazadeh,2017-04-28 Principles of Marketology, Volume 2 focuses on the practical aspect and demonstrates the applications of marketology referring to market orientation, internal marketing, business, market and competitive analysis concepts and techniques. Then the modern marketology and its developments in the future are discussed. At the of this volume as the appendix, a handbook of marketology is presented in which a practical manual including simple and summarized descriptions of different needed parts and worksheets for executing marketology in an organization is depicted.

Market Audit and Analysis Nicole Lorat, 2009-10 Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B (Credit), 0 entries in the bibliography, language: English, abstract: This report uses an anonymous company which is looking at the process of conducting a complex marketing audit to provide information for corporate planning, identifying external factors influencing its commercial performance and ensuring the use of effective strategies to promote its products, markets and distribution channels in a complex and diversified market place. This report is to help the organisation evaluate the most appropriate analysis tools. It therefore looks at the micro and macro environment, the role of marketing information and research, critical assessments of analytical tools such as PESTEL, Porter's five force analysis, SWOT analysis and Boston Matrix.

Business Environment Hiriyappa B,2017-05-09 Business Environment provides basic and relevant coverage of business topics & issues such as environment analysis, components of business environment, Internal and external environment analysis, micro, macro environment analysis includes economic, political, legal, socio-cultural, demographic, natural, technological, global, competitive environment and Five Force Model. Environmental Analysis helps to entrepreneurs, businessmen, consultants, small business owners, clients, customers, professionals, entrepreneurs, non MBA's, Non business background persons and stakeholders who look beyond not only profits but also to know and learn how to sharpen your firm's competitive edge and improve competitiveness and give a boost to the your business or profession. Business Environment can use as a manual for how to develop and analysis of business in a complex, critical dynamic and progressive competitive environment. It is ideal for self- study and comprehensively meets the requirements of graduate and post-graduate students

of management and allied disciplines. Contents of the Book Chapter 1 Business Chapter 2 Business Environment Chapter 3 Environmental Analysis Chapter 4 Components of Business Environment Chapter 5 Internal Analysis Of The Organization / Company Chapter 6 External Environment Chapter 7 Micro / Operating Environment Chapter 8 Economic Environment Chapter 9 Political - Legal Environment Chapter 10 Socio-Cultural Environment Chapter 11 Demographic Environment Chapter 12 Natural Environment Chapter 13 Technological Environment Chapter 14 Global Environment Chapter 15 Competitive Environment Chapter 16 Five Force Model

Exploring Strategy, Text and Cases, 12th Edition Gerry Johnson, Richard Whittington, 2019 Exploring Strategy, 12th edition, by Whittington, Regnér, Angwin, Johnson and Scholes has long been the essential introduction to strategy for the managers of today and tomorrow and has sold over one million copies worldwide. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions about organisations - how they prosper, how they grow, how they innovate and how they change. Text and Cases also provides a wealth of extra case studies written by experts in the subject to aid and enrich your understanding. Examples are taken from events and organisations as diverse as Adnams, Siemens, Air Asia, Apple, Handlesbanken, Glastonbury and the Indian Premier League. New to this edition: The 12th edition of Exploring Strategy has been comprehensively updated to help you: Understand clearly the key concepts and tools of strategic management; Explore hot topics, including business models, corporate governance, innovation and entrepreneurship; Learn from case studies on world-famous organisations such as ITV, IKEA, Uber, Airbnb, Alibaba, and the Chinese movie business.—

Principles of Marketology, Volume 1 H. Aghazadeh, 2016-04-29 In Principles of Marketology, Volume 1: Theory, Aghazadeh explores the definition, origins and framework of a new methodology for helping organizations better understand their market and competition.

International expansion process for SMEs. A strategic analysis of the oil field supply and services company "Benood" Zaid Deeb, 2016-04-11 Master's Thesis from the year 2016 in the subject Business economics - Business Management, Corporate Governance, grade: Distinction (71), Coventry University (Business School), course: Masters in Business Administration, language: English, abstract: By taking an oil field supply and services company named Benood as a case, the purpose of this research is to strategically analyse the company's expansion process by analysing the internal and external environmental factors, as well as evaluating and reviewing the possible modes of entry and the strategic consequences within three different locations which are: UAE, China and Nigeria. Apart from the high costs attributed to the expansion process, when it comes to SMEs, their characteristics can pose additional challenges related to expanding. The limited financial resources and the managerial structure of SMEs can make them more vulnerable to environmental factors than large MNEs. The literature review oriented the theoretical contribution by reviewing the applied frameworks, which

aims to identify the major environmental factors that would affect the firm within each location. PESTEL analysis was applied to evaluate the macro external environment. On the other hand, Porter's five forces, industry lifecycle and strategic group analysis were applied to evaluate the external micro environment which represents the competitive situation in each country. Accordingly, value chain analysis and Hofstede's cultural dimensions are the applied tools to analyse the major internal environment of the firm. Moreover, SWOT analysis summarised the major external and internal factors within each country in order to assess the evaluation of entry modes and strategic option. Consequently, based on secondary data from governmental and trusted agencies, the findings of this research revealed that each location could offer lucrative opportunities to exploit, given that the industry represents a substantial percentage of the imports and exports within the three countries. At the same time, the firm could face several challenges in each location. For instance, the recent drop in oil prices could affect the value chain significantly.

The Strategy Pathfinder Duncan Angwin, Stephen Cummings, Chris Smith, 2011-12-12 This new edition of the popular The Strategy Pathfinder updates the micro-cases of real-life problems faced by companies and executives. These micro-cases help readers to engage with the kinds of situations they will encounter in their working lives while provoking discussions about key theoretical themes. Original presentation and design makes this an essential companion for both the business-school classroom and the executive briefcase. The Strategy Pathfinder brings experienced and potential executives alike an instant guide to the concepts and techniques they need to know. An innovative introduction to strategy. Makes readers active "producers" of strategy, rather than passive recipients of received wisdom. Presents essential pathways through the strategy jungle. Each case provokes discussion about a key theoretical theme. Encourages readers to form a view themselves, and then test it against the views of others, before offering recommendations about how best to proceed. Cases are drawn from Africa, the Americas, Asia, Europe and Oceania. Supported by online lecturer supplements.

Applied Strategic Marketing Karel Jan Alsem, 2019-03-08 This book, originally published in Dutch, provides a uniquely practical approach to strategic marketing planning. Combining a comprehensive overview of theory with practice, each chapter takes the reader step by step through the strategic marketing process. Beginning with identifying the value proposition, it moves on to the situational analysis that underpins the corporate strategy, and finally details the overall implementation and creation of a customer and brand values. Applied Strategic Marketing equips the reader with the necessary tools and techniques to develop and deliver a thorough and effective marketing strategy. With a broad range of international case studies that bring the theory to life, this well-renowned and updated translation is vital reading for undergraduate and postgraduate students of marketing management and strategic marketing. It should also be of interest to marketing practitioners who want a clear overview to aid them in the planning process.

Digital Marketing Technologies Hashem Aghazadeh, Mozhde Khoshnevis, 2024-04-19 This book argues that digital

marketing should benefit from emerging technologies to result in sustainable competitive values for businesses in both the digital and physical worlds. It not only explores digital marketing fundamentals, analysis, strategy, practices, and implementation but also explains the applications and relationships of marketing technologies (martechs) with digital marketing; as well as offers several real cases of practicing marketing technologies. It carefully describes how modern businesses offer their value propositions both digitally and physically applying emerging technologies specifically marketing technologies (martechs) and how consumers are using these new technologies particularly artificial intelligence (ChatGPT/OpenAI). It investigates why consumers are so intrigued and interested in digital relationships, interaction, and shopping experiences. It critically examines and argues that digital marketing has become popular among businesses as they areattempting to serve their customers better by taking advantage of using digital marketing technologies (marketchs).

Exploring Strategy Jerry Johnson, Richard Whittington, Patrick Regnér, Duncan Angwin, Gerry Johnson, Kevan Scholes, 2020 With over one million copies sold worldwide, Exploring Strategy has long been the essential strategy text for managers of today and tomorrow. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions about organisations- how they grow, how they innovate and how they change.

Case Study Japan Airlines Svenja Stellmann,2010-12 Research Paper (undergraduate) from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Northumbria University, course: Strategic Management and Leadership, language: English, abstract: Japan Airlines Corporation (JAL) is the leading full-service airline in Asia operating in the domestic and international passenger air-transport industry. However, in 2009 JAL's financial situation is alarming. 2009 was completed by a 51bn operating loss, representing a decrease of 140bn from previous year. In comparison, JAL's major competitor All Nippon Airways manages to stay in the black. This means JAL's competitive position is clearly in danger. Even worse - if JAL does not find a new strategic option immediately they are in danger of going bankrupt soon. This paper intends to find such a strategic option to guarantee future success of the airline. A thorough strategic analysis including an internal and external analysis is used to find out the key strategic issues. Afterwards three possible strategic options are discussed. The most promising option is put forward and its implementation issues are thoroughly discussed.

Case Analysis RealNetworks - RealNetworks still hot in business? Malko Ebers,2004-10-28 Seminar paper from the year 2004 in the subject Organisation and administration - Miscellaneous, grade: 1,7 (A-), University of Constance (FB Politics/Business Administration/Department for Management), course: Startegic management: concepts and cases, language: English, abstract: Since Rob Glaser founded RealNetworks in 1994 the company has been developed to one of the most innovative high quality network companies in the young history of commercial internet. One could say RealNetworks, its invent ion and development of real time internet media streaming such as videos and audio files paved the way for

effective and consumer friendly use of internet content. "Real's technology had become the dominant standard" and the company achieved an outstand ing market position and was 'hot in business'. However since the last years the company is facing increasing competition. As the first step of this management analysis, I examine the environment RealNetworks Rhapsody service is settled in. Afterwards I will give an overview regarding three internal aspects: resource situation, strength and weaknesses of the value chain and core competencies. In the third part I draw the line using the gained information of the SWOT analysis and the company's current situation to explain the recent strategies and future prospect. The leading question will be: what are the key strengths, weaknesses, opportunities and threats the company has to deal with. Is the companies resource allocation and strategy still adequate to succeed the new challenges in a rapidly changing, competitive business environment and what are possible organizational and strategic alternatives?

What was the strategic position of Daimler Chrysler in the European car manufacturing industry from 1980 until the beginning of the new century? Dennis Sander, 2004-10-07 Master's Thesis from the year 2003 in the subject Business economics - Business Management, Corporate Governance, grade: 2.1 (B+), University of Canterbury (Canterbury Business School), language: English, abstract: This dissertation is about strategic positioning and managing strategic change. The first chapter makes clear the importance of clear defined strategy, mergers & acquisitions as well as alliances resulting out of increasing globalisation and gives Daimler Chrysler as a good example for analysing these managerial issues. Chapter two shows different strategies Daimler Chrysler was/ is following, a diversified one in the 80's and a focused-orientated strategy in the 90's. Increasing threats of saturated markets, global competition, fluctuating economic influences and rising technological standards had/ have to be coped with by Daimler Chrysler in using their strengths of wellknown brand reputation, high quality standards and developed service culture. The result was a strategic position emphasising the upper car segment in the 80's as well as reliable commercial vehicle and a completer range of products in the 90's trying to serve nearly all segments in the car market. Chapter three deals with the management of strategic change and the process of becoming a global player in the car manufacturing industry. Problems a merger causes concerning differences in culture and management are considered and the act that concentration of power (as it happened at Daimler Chrysler at the time while the merger took place) on charismatic top management obviously paid off in the late 90's. The final chapter four demonstrates the difficulty of fostering successful change management and the necessity of mergers and alliances when following a global concentric growth strategy. It becomes obvious that, although the automobile industry is confronted with severe competition, Daimler Chrysler has the potential of getting the major player in this industry. When following consequently the chosen path of focusing on the car manufacturing sector and implementing new technologies and customer demands fast (faster than potential competitors), then Daimler Chrysler will be at the "top of the league" in the future.

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