

PROPOSAL



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BUSINESSS STRATEGIES AND PERFORMANCE DURING DIFFICULT ECONOMIC CONDITIONS

INTRODUCTION AND PURPOSE OF THE DISSERATTION

The principal objective or goal that I am trying to achieve by the composition of this word is to put all the knowledge that I have learned over the past year and give a final approach to how the companies must afront any difficulties that the world is putting on their way to make reality all the goals that any company want to achieve. For that reason, my mind target will determine which ways or how anyone should bring their business to another level by choosing the right decisions as I will also show all the ways that all the authors have studied as an open possibility for the general business.

ABSTRACT

A principal factor that has an effect on the whole economy for any business is the actual sanitizers crisis which is was appearing by the beginning of 2020 and still giving difficulties to anyone who is carrying new ideas to develop in a new project or business fighting against the adversities that the COVID 19 is producing. Since that day the world has had to adapt its procedures to keep making all the services running as usual but leaving any other unnecessary activities out to prevent the spread of the virus.

INTRODUCTION AND RESEARCH OBJETIVES

- This report report will review literatures in order to identify the pressures, threats and opportunities that the business is facing during this hard times that the whole economic is going throught, identy the strategies adopted by business that have experienced such conditions, and assess which strategies proved that will give the bussines a successfull respond against the economist conditions.

- Sources for the report will include academic studies of business responses which will help to the actual recession and current crisis and find the best strategy to achieve the future plans.
- To the end of the dissertation I will include a personal point of view where I will analyze the whole work with the main target what will be how the new business have to organize their companies to make an easier way against the difficulties that the COVID is creating at the moment.
- Also I will include how any general recessions could hurt the companies as this will definitely change and affect the financial and economic strategies that the business could take if that recession did not appear, in consequences I will explain from the other side how the customers had to change their priority to meet their limited cash availability.

RESEARCH CONTEXT

Over this chapter firstly I will analyze the nowadays situation that the world is going through, for that reason firstly I will describe the meaning of the Difficulties that all the companies are getting at the moment and then I will be able to get a general view of the Economic situation to find out which way should any company take to achieve successfully their targets or goals, there is the clue for my next chapter

THE BUSINESS STRATEGY

Here my focus will be on the different journeys that the companies have as possibility to make their targets reality, starting with general considerations by the definitions of strategy from the economic and business view to then start to analysis by individual description of different strategy and following by author's points of view.

Having a privileged focus on the think tank strategy means that the firms have a great opportunity when it happens any adversity like the actual crisis or the previous recession where the company should see it as an opportunity to reorganize their business model that the firms should have a

framework without “top management” to be able to manage their structure easily against at any adversity.

After this analysis, I will display the strengths as a general where the companies should hold their structures and strategies to make easier and possible their goals and then in consequence make their framework more stable against any further events that will affect their way to the targets as stronger is the internal organizations of any company less risk will be taken by the organization

ANALYTICAL FRAMEWORK

Once the companies knew the different ways or ways to achieve their targets they need to decide which way should take in the order of the opportunities that the markets are giving to the brand, the cultural and social contexts that could orient their final decision to one or other strategy that is why the brands need to know how further they can go or where is the limit for the company.

In order of managing and achieve future goals is very determinate that the brands have a definite basement where the company is putting their main focus and then be flexible to adapt their way depending on how the circumstances are changing or how the society is acting when the recession is showing up.

THE ROLE OF INNOVATION UNDER RECESSION CONDITIONS

Over the hard times, I will analyze the relevant importance of the innovation to find out how the new business will get successful by introducing new systems or mechanics to fight against the new era that is coming ahead of us that's why the conventional business need to adapt their mechanism of work has to be changed to keep making progress against to all the adversity that we are having at the moment like for example the pharmacies introduce services to do PCR Test and make the society safely against the dead virus COVID 19 other example is when the pharmacies were offering a diabetes test to provide a full control against diabetes.

ANALYTICAL COMMENTARY OF THE CURRENT CRISIS

In this part, my principal will get a general perspective that how the world is doing to fight against all the difficulties that specialty COVID 19 is creating and how the company could acting against them also over the chapter I will compare how the company was doing before the crisis and how the COVID 19 is making the companies need to make internal changes or adapt their strategy to keep making progress and finally make their as much closest to the reality.

EMPIRICAL RESEARCH ON STRATEGIC ADAPTATION TO RECESION

On this point, I will display a deep examination on the way how the companies are adapting their strategy against different situations putting an extra effort over the actual crisis that humanity and the whole is going through which is the COVID 19, but also I will display a practical and real example where the companies had to go over the difficulties like any change that the global market could affect dramatical to the company and make the owners make a different way for the plans that the company may just need to re-ubicate their future goals.

ASSESSMENT OF DATA SOURCES

Over this part of my dissertation, I would treat how the business is adapting its strategy to any recession like the one that we are having at the moment, by a simplistic approach, failing to elaborate the internal and external conditions that make particular strategic adaptations possible or impossible, also I will get a limited understanding of the powerful influence of globalizing tendencies upon firms strategic under recession conditions.

CONCLUSION

To end up my work I will get a personal point of the work that I have been thought by a deep analysis of all the points that I have describe previously to then give my particular point of view of how any new or ongoing business should answer to the challenge situation that the society is having right now.

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