

LCMB7003 - Strategic Management essay.

by Mohammed Rashid

Submission date: 14-Jul-2023 06:03PM (UTC+0100)

Submission ID: 210236517

File name: 10215_Mohammed_Rashid_LCMB7003_-
_Strategic_Management_essay._504377_607831379.docx (308.12K)

Word count: 5320

Character count: 30453

Strategic Management



My name: Mohammed Amir Rashid

Student ID: 1714326

Assignment title: Strategic Management

Module code: LCMB7003

Assignment due date: 17/08/23

Lecturer's name: Aderemi Ojebode

Executive summary

The purpose of this task is to recommend a growth strategy for an organisation which in this report will be Hate My Phone Ltd which is within the telecommunications industry. The growth strategy will consider the internal and external contexts as well as adequate justifications for the choice of the strategy which will be discussed within the report. Next, a recommendation of a sustainable competitive strategy will be discussed based on Hate My Phone Ltd and this will be justified with appropriate reasoning. Lastly, a detailed implementation plan will be discussed for the growth strategy.

Contents

Introduction.....	4
About the Hate My Phone Ltd Company	
1 PESTLE analysis.....	5-6
1.1 SWOT analysis.....	7
2 The Ansoff Matrix Model.....	8
2.1 Growth strategy for Hate My Phone Ltd.....	9-10.
3 Recommendations of the implemented strategy.....	11
3.1 Implementation plan for the growth strategy.....	11
4 Sustainable competitive strategy for Hate My Phone Ltd.....	12.
4.1 Why this strategy is sustainable for Hate My Phone Ltd.....	13-15.
5 Financial improvements after using the sustainable strategy.....	16.
5.1 Conclusion	
References.....	17-18

Introduction

Within this report the main topics that will be discussed is the current situation of the business which will include the vision, mission, objectives, products and services, markets, and financial position. The external audit will also be discussed which will define external environment and the importance of strategies used as well as analysing the external environment using a PESTLE analysis and porter's five forces framework to discuss issues which are emerging. Furthermore, strategy formulation will also be discussed where strategy formulation will be defined and an identified model which will address the issues to then recommend strategies further as a solution. The suitable model that will be used for this will be the Ansoff Matrix model. As for the strategy implementation an explanation of the intended strategies used to implement processes will be discussed which will also accomplish objectives for the business. Moreover, evaluation and control will also be included within the report which will give an evaluation, monitor, or even control the implemented strategies and this will be by using a risk analysis, sensitivity analysis, balanced scorecard, TQM, and performance management Systems. A financial plan will also be included explaining the importance and effects of strategies on the business's financial position followed by a recommendation and conclusion to summarise issues that have been covered within this report.

About the Hate My Phone Ltd Company

The Hate My Phone Ltd company is a telecoms mobile recycler based in the heart of Birmingham in the United Kingdom. The business has been established since 2016 with a team that has 9 years of experience within the telecommunications industry and expertise in bespoke product lifecycle management, product re-use, recycling, and distribution according to (Kasim, 2016). The business is a micromanaged business who is founded by Kasim Munir in the year 2016. Kasim has up to 10 employees within the business and as a small business they are competing with many huge rivals within the same industry which include business such as Music Magpie, CEX, TRG distribution Ltd and London Magic Store.

Hate My Phone Ltd specialise in recycling old and unwanted electronics such as mobile phones, tablets, laptops, mp3/mp4 players, smart watches, and gaming consoles. The purpose of the business strategy which the business focuses on is the recycling side of the business to reduce pollution, avoid E waste, give electronics new life by carrying out physical repairs on units which prevents electronics ending up on landfills.

1.1 PESTLE analysis (External analysis)

Political factors

The factors which affect the telecommunications industry externally are due to the high interest rates, inflation, and taxes. These are expenses which have an affect on the price per plan, per unit, per repair, per service offered towards the business as well as the consumer. The cost of building towers to support the connectivity of electronics such as mobile phones and tablets especially have skyrocketed which has made it much more expensive to build in rural areas. A study has suggested customers who don't live in bigger cities/towns are being affected the most according to (David, 2022). Political rivalry does also have a huge negative impact on the telecommunications industry within the United Kingdom just like many other countries out there such as Australia, Japan, Taiwan, United States and New Zealand due to the fact that they have had to ban a huge competitor in the market known as Huawei due to the laws and regulations in place as they did not follow guidelines of some of their products which caused a significant impact in the telecoms market affecting so many businesses and countries according to (Sweeney, 2022).

Economic factors

The telecommunications industry currently is driving global economy in a variety of ways from innovation to the investment that it brings when it comes to boosting the competitiveness globally which helps to create more jobs for people which as a result makes a huge difference to the economy. When the economic conditions are stable it has been studied that people usually spend huge amounts of money on luxury goods which as a relation are expensive smartphones for instance for a huge number of people around the world therefore, they may not purchase one if they are financially strapped according to (Katz, 2020). The telecom companies usually consider the economic circumstances of their customers which is the reason why they come up with products and services accordingly such as Apple and Samsung for instance are generally considered expensive with their products however, Xiaomi, Oppo, Motorola, Huawei, ZTE, and TCL are considered to provide products and services at affordable prices.

Social factors

The telecoms industry is a vital part within today's society and that's whether it's through a mobile phone, an internet provider, or cable provider, people out there having to rely on services which function daily. The telecommunications industry plays a huge part in people's daily lives in effective communication amongst each other and this has played an important role in shaping the way that the societies are functioning today. Within the telecommunications industry it is also known to be a dynamic and fast-moving field according to (Mary, 2011).

Smartphones have changed over the years and have been developed in such ways to suit peoples needs. Technology is evolving at a rapid pace and the industry is always adapting to shifts in technology which helps businesses to stay competitive. Smartphones have changed the world within the last 10 years, and they are more prevalent than laptops and tablets and the cost is quite effective now meaning it cost significantly less now to buy a smartphone than it was to purchase a laptop 8-10 years ago. More people are now using their smartphones for social interaction such as using platforms like Facebook, Instagram, and WhatsApp for instance, and it is quite evident that many people love to remain connected on the go.

Technological factors

The technology factors which affect the telecommunications industry is due to the pace of development in technology making it difficult for a huge number of businesses to keep up to stay competitive in the market. Technology is everywhere and is used as a form of communication, education, and entertainment. The telecommunications industry has been affected significantly with the introduction of new technologies and this is said because the costs of mobile phones and broadband services have dropped dramatically over the past years and at the same time the quality and variety of products offered has had a huge increase over the last 5 years according to (Jonathon, 2022). A recent study has suggested that 5G will change the society fundamentally as it involves a whole new range of technology, infrastructure, and mobile connectivity as it isn't only changing the speed of how people communicate but is also changing the ability to share information according to (Stefan, 2023).

Legal factors

The legal factors which impact the telecommunications industry have been affected by various legal factors such as the Telecommunications Act of 1996 in the USA had implemented a framework for people on how they can provide nationwide telephony services whilst they were preventing monopolies which had the ability to damage competition within the industry. Individual countries similarly have their own laws and regulations in place within the telecoms industry for example the UK has a similar Act known as The Communications Act 2003 as well as Australia who has The TIA Act 1979 so this for telecom companies for them to abide by the rules of the land from where they are operating from according to (Participation, 2023). This is where consumer law plays a huge part within the broad area of legislation which regulates the practices and transactions between businesses and consumers such as product safety regulations, advertising rules and regulations, labelling requirements, and price setting to prevent consumers from fraud or even unfair business practises.

Environmental factors

The telecoms industry has always been more tech advanced than many other industries, and this is because it offers a great alternative especially for transporting goods, services and most importantly carrying critical and valued information in many different forms which are oral, visual, and written format. With technology being more advanced now than it was 10 years ago there are more dangers that come with advanced products and services which can potentially affect the environment. The telecommunications industry contributed 2.6% of the total global carbon dioxide (CO₂) emissions in 2020 and a further 3.1% in 2022 which is why companies would need to make their products and services more sustainable to reduce the impact this has on the environment according to (David, 2022).

1.1 SWOT analysis (internal analysis)

Strengths: -

- There is speedy internet access.
- There are a variety of products and services.
- The business offers same day repair services for all devices.
- Interactive entertainment.
- There is online communication via social media and emails.

Weaknesses: -

- Competitive deficiencies.
- There is an increase of communication costs.
- Isolation between employers and the employees.
- Work-life balance gets changed due to computer networking.
- Computer Networking can direct individuals to various types of distractions.
- There is a requirement of a specific setup which can be quite time consuming.

Opportunities: -

- There is opportunity to improve both network operations.
- Opportunity to improve service operations with automation.
- A sustainable E-commerce setup within the digital communications sector.
- Development of standard essential patents within the field of digital communication technologies.

Threats: -

- High capital investment required to develop and maintain infrastructure.
- Risk of cyber security threats.
- Challenges with regulatory.
- Inflation

- Tax rise
- Interest rates

2 ⁴² The Ansoff Matrix Model

The Ansoff Matrix model ^{is} used ^a growth strategy which has potential to help marketers to identify the different types of opportunities to use within the business to grow revenue for a business which can be through developing and innovating new products and services which are robust and even niche for tapping into new markets which is why ^{it} is known as the "Product-Market Matrix" instead of the Ansoff Matrix model. ^{Ansoff's} model is based on 4 growth strategies specifically within product marketing which ^{are} market penetration, market development, product development, and diversification.

The Ansoff Matrix model can also help and be used to develop a business growth plan which can provide alternatives to what can be done with specific products and markets in order to evaluate all options for growth and to weigh them to then be able to pick the best option which can be related to Hate My Phone Ltd in order to help to sustain the business using the Ansoff Matrix model within their business. There are many disadvantages which come using this model but doesn't necessarily affect the telecommunications industry as much as it would with retail and the reason being is that supermarkets for instance are fast and pacey environments who constantly communicate with consumers in person as well as E-commerce but mostly in person which ^{results} to competitors being ignored as the focus is more towards customers only. The matrix ^{shows} the strategy which keeps the company's products and market in mind, but ^{competitors} are there for every product within that ^{market in the real world} which can become a disadvantage for businesses according to (Pallister, 2022).

An example of using the Ansoff Matrix Model as an intensive growth strategy the organisation should have a strong research and development base for example to focus on the development of a product which can be one of the main intensive strategies for the growth of its market. This is where you would also offer attractive and innovative products within pre-existing markets which can increase its market share and performance.

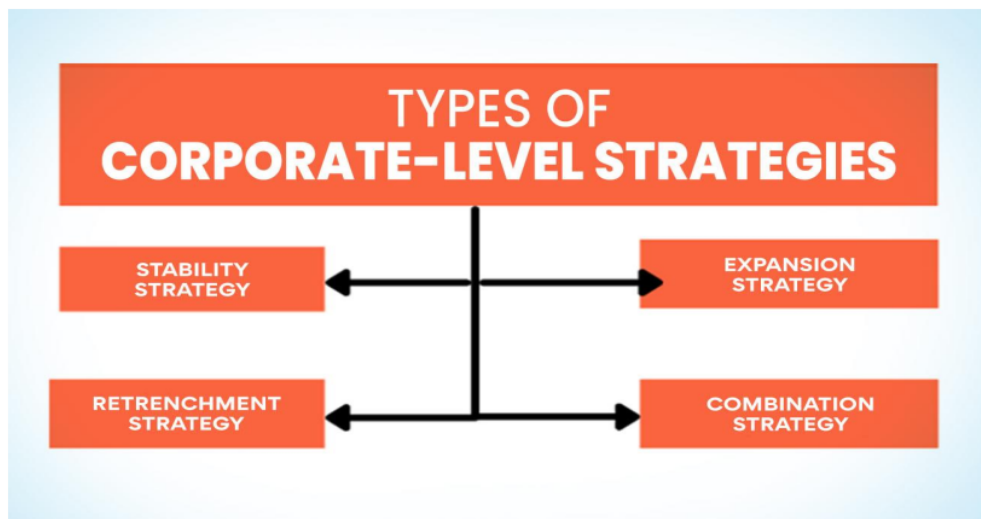
1 Growth strategy for Hate My Phone Ltd

There are several growth strategies when it comes to the telecoms industry where it is very important to define objectives before the business can begin to implement any type of mobile strategy for the business. Human resources within the business sector of Hate my phone Ltd should take a step back and discover which objectives really are important and should be achieved within a timely manner. Hate My Phone Ltd should define their objectives before they begin to implement any type of mobile strategy within the business. There are many types of aspects of the business Hate My Phone Ltd should consider paying attention to, such as what the company's corporate objectives are as well as how mobile initiatives help the company to map and achieve the corporate objectives.

Hate My Phone Ltd should also consider if there is a mobile strategy, if so, who within the organisation owns the mobile strategy and what the company is looking for to implement for consumers especially within E-commerce and M-commerce as well as mobile interactive marketing according to (Rampton, 2015).

There are three different types of growth strategies which are corporate level strategy, business level strategy and functional level strategy. The strategic strategy which should be used for Growth at Hate My Phone Ltd is the corporate level strategy. The importance of corporate level strategy and how this can be implemented for the business is that it creates a "big picture" and plans for the business to reach the overarching objectives. This type of strategy usually spans beyond one business unit/product line and focuses on the company goals overall which include growth, stability, and profitability according to (Edureka, 2023). The corporation level strategy formulation does involve a variety of decision-making techniques from the senior management team members which would depend on the size of the organisation. Ultimately, it is up to the senior leadership department to then develop the effectiveness of the long-term planning to be able to reach the organisations goals and objectives which would then potentially maximise value for the stakeholders of Hate My Phone Ltd.

Below are the different types of corporate-level strategies which include the stability strategy, expansion strategy, retrenchment strategy, and the combination strategy.



The stability strategy is related to the corporate level strategy which involves maintaining the status quo and helps to keep the business operation within the existing parameter. The expansion strategy focuses overall on the corporate strategy which involves the decision-making technique on how to expand the business operations as well as the activities to achieve the long-term goals of the business. The expansion strategy focuses on both the internal and external growth of the business such as mergers, acquisitions, joint ventures, and strategic alliances.

The retrenchment strategy is better known as the downsizing and rightsizing which again is a type of corporate level strategy which focuses on reducing the size and scope of an organisation's operations. The purpose of this is to save the business costs and help to improve business efficiency as well as maximising profits without having the need to sacrifice product quality or customer satisfaction according to (Wright, 2023). Lastly, there is the combination strategy which involves the simultaneous implementation of two or more different strategies which businesses often use as a result to increase market share, reaching a new and better market share, increase customer potential, attract new customers, and gain competitive advantage which would enable the business to expand their operations whilst they are protecting their current marketplace positions according to (Joseph, 2022).

3.2 Recommendations of the implemented strategy

A strategic recommendation for Hate My Phone Ltd is the corporate level strategy and this is said because it presents a course of action which can improve business as well as business results (goals). The corporate level strategy has huge variety of strategic advantages which can increase business performance, growth and structure which are cross selling more

products, creating more innovative products and services, building growth in sales from newer products, helps to improve customer service significantly, it helps to corner a young market, creates product differentiation, creates strategic pricing abilities, and most importantly the Technological advantage which is the most important factor for Hate My Phone Ltd being within the telecommunications industry according to (Jasmine, 2023).

The corporate level strategy will help Hate My Phone Ltd to plan and identify the key steps to take to reach business goals. This strategy will also enlighten the strengths and weaknesses of creating such a business strategy and putting it to the test which can be used as a evaluation of the business strengths and weaknesses which will be very helpful especially to sustain the business. This strategy will allow to effectively allocate resources for the business activities which in the long run will make the business more efficient so that plans can be made to reach future deadlines which will create an opportunity to allocate job roles and stay on track for future project goals.

This can then lead to control over the activities taking place and can be used to reach business goals as well as access the activities which are drawing the business closer to the business goals. This is where competitive advantage shows its identity when using a clear plan and focusing on capitalising on the strengths which will be used as a competitive advantage that makes the company unique within the marketplace.

3.1 Implementation plan for the growth strategy

To implement a plan for the corporate level growth strategy it is recommended that visioning should be looked at first and this is said because visioning sets a high-level of direction towards the mission and corporate values of the business. This also would help Hate My Phone Ltd to set objectives as this allows a business to vision products and services and turn them into high-level goals for the business with a completion target of 3-5 years. The reason as to why the corporate level strategy best suits Hate My Phone Ltd is because it would set the direction of the business as a whole and become an indicator what to do in next-level strategies. It would also serve the decisions regarding financial flow as well as other resources towards the product lines and business units according to (Eric, 2023).

Hate My Phone Ltd should also focus on the stability strategy within the corporate strategy after using the growth strategy and this is said because once the business has adapted and is satisfied with the growth strategy as well as success rate then it may opt in for a stability strategy which will involve maintaining the status quo and can then continue to move forward on to the Retrenchment strategy which is also known as the turnaround strategy focusing on

when a business has a significant problem it can then adapt and focus on the retrenchment strategy so that it can realign the resources, reduce the size, and even improve efficiency to improve financial performance for the business.

Furthermore, Hate My Phone Ltd can then progress to using portfolio management especially at the corporate level the business must manage its portfolio effectively which involves deciding where the business investment is going, harvesting (reduce investment), divest certain business units and holding investment. Lastly, the business can then focus on the geographic strategy which will decide on the geographic scope from local to global and this will decide which markets Hate My Phone can enter and when it can enter these markets as well as giving an insight on the scale of the available markets. All these strategies used within the business can create a plan of action which the company can use to develop to gain a competitive advantage within its market which includes cost leadership, cost differentiation and focus strategies and this is known as the competitive strategy all of which are within the corporate level strategy.

1 Sustainable competitive strategy for Hate My Phone Ltd

Hate my phone Ltd should position their sales team above the rest by equipping them with the best possible training this is because the sales representatives should know their stuff especially when you have customers who ask a lot of questions and need assistance choosing a provider. The sales experts should have the ability to support consumers towards decision making. Hate My Phone Ltd should also teach the sales team more about the products they are selling to ensure they become experts. They should also be educated about the company as well as other potential employees, departments, partners, and the industry in general which help to improve HR processes for the business. The sales team should have a degree of knowledge and information which will help the business to possess and determine the level of trust a prospect will have within the business according to (Carlson, 2020).

This is where the SMART framework should be used for Hate My Phone Ltd this is said because it can be effective, and the business can employ numerous sustainable strategies to reduce the costs and create a positive impact for the environment. Hate My Phone Ltd should be paying attention to a green design for the 5G mobile infrastructure which will be very helpful for adopting to innovative technology which will also help the business to keep up with existing and upcoming technology which as a result can led to having a competitive advantage towards the rivalries according to (Jennifer, 2022).

To measure the business, Hate My Phone Ltd should pay attention to the key metrics which are used to analyse a telecoms business looking into (ARPU), churn rate and subscriber growth and this is said because the (ARPU) can measure the average revenue the business is generating per person over a period. The subscriber growth can measure how well the business has been doing over a period measuring the rate of new potential customers to then be able to determine if the business is moving in the correct direction according to (Arun, 2022).

These goals and objectives all relate back to ²⁷the corporate level strategy which is the most accurate strategy for Hate My Phone Ltd because the advantages of the corporate level strategy includes allowing a business to scale their business as well as being proactive which provides businesses with a strategic direction and this is where the SMART framework can be used to specify, measure, achieve, be relevant and set a reasonable timeframe in order to execute business goals and objectives in a strategic way to help sustain the business and improve internal processes according to (Sujan, 2022). The business should focus on the stability strategy within the corporate level strategy as well as the growth/expansion strategy, retrenchment strategy, and the combination/mixed strategy.

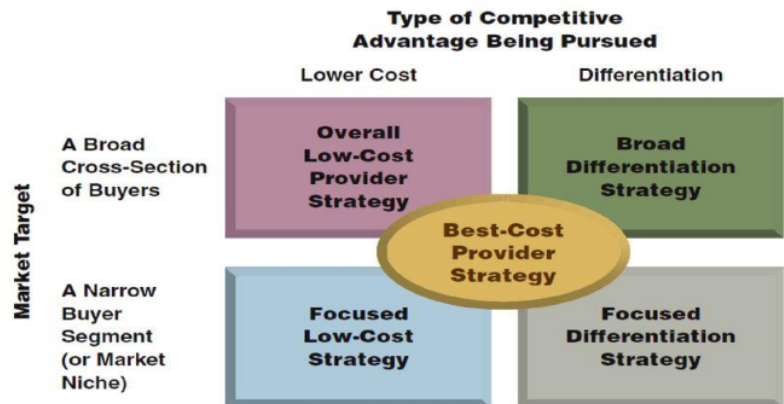
The pros of using the stability strategy are that it is less risky and cost effective due to the business not forced to make changes to the business. It is also suitable when there's high competition and growth becomes a risk and is simple to use which the business can adapt to quite easily. The pros of the growth/expansion strategy are that it suits the business when the market becomes highly competitive and when the external environment brings opportunities and helps to expand productivity and efficiency. The pros of using the retrenchment strategy are that when the environment becomes an uncertainty the retrenchment is suitable and can improve business efficiency and in deep times where crises is an issue it is also suitable in that situation. Lastly, the pros of the combination/mixed strategy are that it addresses the diverse environmental conditions of a business and determines whether it is suitable for the business for that business and that makes it suitable when the business is going through severe financial issues.

1.1 Why this strategy is sustainable for Hate My Phone Ltd

The reason why this strategy is sustainable for Hate My Phone Ltd is because it gives an insight to the business incorporating the economic, environmental, social, and technological factors to improve policies, practices, and processes both for short term and long term which would benefit the business and its employees whilst being mindful of conserving and protecting the business resources. The corporate strategy is also a sustainable approach

12 which aims to create long-term stakeholder value which is through the implementation of a business strategies and these focus on the ethical, social, cultural, economic, and environmental aspects of doing business according to (Tenney, 2022).

Figure 5.1 The Five Generic Competitive Strategies: Each Stakes Out a Different Market Position



5-5

The corporate level strategy gives businesses such as Hate My Phone Ltd the opportunity to take small steps which helps to reach a sustainable goal for example positioning the production to use renewable energy within a time frame of 3 years and this gives the ability to the business to take action where its needed for example if packaging needs to be changed or amended or if the business plans to use recyclable materials only. Another reason the corporate strategy is a sustainable strategy for Hate My Phone Ltd is because the primary objective of using this strategy is to ensure that the market share remains steady especially through effective marketing efforts which strengthens the company's competitive advantage as well.

6 This is where the broad differentiation strategy also takes place because it consists of building a brand/business which in some way is different from its competitors and is then applied within the industry and will appeal to a vast range of consumers according to (Sherlock, 2022). Once the business has adapted to the corporate level strategy, the low-cost provider strategy will also fall in place where the business can aim to achieve competitive advantage by offering services and products at a lower price than its competitors which for Hate My Phone Ltd are CEX, TRG, Carphone Warehouse, EE Store, O2 Store, Vodafone Store, Cash Generator, and London Magic Store. The business will benefit by attracting price-sensitive customers which

will help to expand the market share and can lead to increasing profitability and most importantly the growth of the business.

The focused low-cost strategy concentrates on a narrow buying segment which is also known as a market niche which can out compete rivalry by having lower costs than the competitors and thus being able to serve niche consumers at a lower price. A good example of a focused low-cost strategy is TRG and Carphone Warehouse where it requires that one of these two companies can be an industry leader within this position but both companies are leaders in the overall low-cost strategy therefore CEX is a low-cost leader with the reason being that they are appealing towards a particular segment of the overall telecommunications market according to (Ahmed, 2022).

The focused differentiation strategy can offer unique features which can fulfil the demands of a narrow market which is known as the focused differentiation strategy. Like the focused low-cost strategy, the narrow market is defined in various ways within different settings. The benefits of using the differentiation strategy are because it creates an opportunity to create value. When Hate My Phone Ltd focuses on a small proportion of customers it can provide qualified services than the competitors and this is by creating a unique selling point the business will have the ability to charge a premium price and to have an increase in revenue.

Financial improvement after using the sustainable strategy.

Below are the financial improvements of the business compared to 2022 where there has been a huge improvement on sale history showing the products and services selling in huge volume according to the figures which were half of the amount in 2021 and 2022 and have now made a significant impact in 2023.

Operating Expenses	
Wages and Salaries - R&D	\$65,477
Wages and Salaries - General	\$23,910
Marketing	
Digital marketing	\$37,750
Conferences and events	\$1,250
Affiliate marketing	\$3,333
Marketing technology	\$2,680
Total Marketing Expenses	\$45,013
Rent	\$3,500
Utilities	\$30
Office Supplies	\$138
Telecommunications	558
Dev Ops	1603
Total Operating Expenses	\$140,229
Operating Income	\$193,632
Interest expense	3710
Income tax expense	1500
Net Income	\$188,422

Conclusion

The purpose of using the corporate growth strategy and the different types of frameworks such as the SMART objectives, Ansoff Matrix, SWOT Analysis and PESTLE analysis is to better understand the corporate values, objectives, goals, corporate strategy internally and externally within Hate My Phone Ltd. This helps to sustain a micro business such as Hate My Phone Ltd within the Telecommunications industry and gives a broader insight of the business values, expectations as well as mission and vision to determine a gap in the market where the business can adapt to, to create opportunities for growth and product development to stay competitive within the telecommunications market. This would then give the business a greater advantage in order to implement strategic strategies such as the corporate strategy which can create a niche market and would keep the business competing to increase profit and revenue which can then lead to the business growth where it would have the opportunity to expand in different locations for instance and to be able to recruit new employees which would then maximise the business to its full potential going forward from micro to a macro business.

References

- Ahmed, J. (2022) 'Stages and Types of Strategy | Principles of Management', *Stages and Types of Strategy*, , pp. 1-7 Available at: <https://courses.lumenlearning.com/suny-mcc-supervision/chapter/stages-and-types-of-strategy/>.
- Arun, T. (2022) *Fundamental Analysis of Telecom Sector | PDF | Dividend | Financial Capital*. Available at: <https://www.scribd.com/document/187719755/Fundamental-analysis-of-telecom-Sector> (Accessed: Jul 10, 2023).
- Carlson, J. (2018) 'How to Grow Your Telecom Business Smarter', *Select com*, -06-03T15:41:10+00:00. Available at: <https://www.selectcom.ca/how-to-grow-your-telecom-business-smarter/> (Accessed: Jul 9, 2023).
- David, J. (2022) 'PESTEL analysis of the telecommunications industry', *www.howandwhat.net*, -01-20T10:37:29+00:00. Available at: <https://www.howandwhat.net/pestel-analysis-telecommunications-industry/> (Accessed: Jul 9, 2023).
- Edureka, h. (2023) 'Corporate Level Strategies: Definition, Meaning & Frameworks', *Eureka*, -02-21T13:19:06+00:00. Available at: <https://www.edureka.co/blog/corporate-level-strategies/> (Accessed: Jul 7, 2023).
- Eric, K. (2023) 'What Is Corporate Level Strategy? Definition, Types, & Importance', Available at: https://tyonote.com/corporate_level_strategy/.
- Jasmine, B. (2023) *10 Business Strategy Examples (And Why It Helps To Have One) | Indeed.com*. Available at: <https://www.indeed.com/career-advice/career-development/business-strategy-examples> (Accessed: Jul 12, 2023).
- Jennifer, E. (2022) *5 sustainability initiatives in the telecommunications industry | TechTarget*. Available at: <https://www.techtarget.com/searchnetworking/feature/Sustainability-initiatives-in-the-telecommunications-industry> (Accessed: Jul 09, 2023).
- Jonathon, S. (2022) 'Tech Trends 2023 | Info-Tech Research Group', *Tech Trends*, 2(5) Available at: https://www.infotech.com/sem/lp4/tech-trends-2023?utm_source=microsoft&utm_medium=cpc&utm_campaign=389384469&utm_content=1301822000889014&utm_term=technology%20industry&utm_source=microsoft&utm_medium=cpc&utm_term=technology%20industry&utm_campaign=2023%20IT%20Tech%20Trends&utm_content=2023%20Tech%20Trends%20Report%20-%20IT%20Industry&_bt=81363976465711&_bk=technology%20industry&_bm=p&msclkid=22662dced5b913f3a1d84962c509a72f.
- Joseph, M. (2022) *How Corporate Strategy Works: 3 Effective Corporate Strategies - 2023*. Available at: <https://www.masterclass.com/articles/corporate-strategy> (Accessed: Jul 8, 2023).
- Kasim, M. (2016) 'About the Hate My Phone Ltd telecoms business ', 08(09) Available at: <https://doi.org/7674.974.075>.
- Katz, R.L. (2020) 'The Economic and Social Impact of Telecommunications Output', *A Theoretical Framework and Empirical Evidence for Spain*, , pp. 1-8 Available at: <https://doi.org/10.1007/s10272-009-0276-0>.
- Mary, R. (2011) 'Environmental issues in telecoms', 06(05), pp. 1-10 Available at: <https://www.capacitymedia.com/article/29ot4oe12125efyhle328/top-story/environmental-issues-in-telecoms>.
- Pallister, B. (2022) '15 Advantages and Disadvantages of the Ansoff Matrix', *Innovolo Group*, -10-26T09:08:00+00:00. Available at: <https://innovolo-group.com/innovation-en/innovation-concepts-compared-en/the-advantages-and-disadvantages-of-the-ansoff-matrix/> (Accessed: Jul 11, 2023).

26
Participation, E. (2023) *Communications Act 2003*. Available
at: <https://www.legislation.gov.uk/ukpga/2003/21/contents> (Accessed: Jul 10, 2023).

3
Rampton, J. (2015) *7 Mobile Strategies Your Business Needs To Implement*. Available
at: <https://www.forbes.com/sites/johnrampton/2015/04/04/7-mobile-strategies-your-business-needs-to-implement/> (Accessed: Jul 1, 2023).

16
Sherlock, B. (2022) *Differentiation Strategy: Definition, Benefits and Creation* | *Indeed.com*. Available
at: <https://www.indeed.com/career-advice/career-development/differentiation-strategy> (Accessed: Jul 11, 2023).

14
Stefan, M. (2023) *What is 5G? How It Works & Why It Matters* | *Accenture*. Available
at: <https://www.accenture.com/gb-en/insights/5g-index> (Accessed: Jul 10, 2023).

21
Sujan, S. (2022) '4 Types Of Corporate Level Strategy [+Pros/Cons] - Tyonote', , pp. 1-5 Available
at: https://tyonote.com/types_of_corporate_level_strategy/.

10
Tenney, M. (2022) *What is a Sustainable Business Strategy? - Business Leadership Today*. Available
at: <https://businessleadershiptoday.com/what-is-a-sustainable-business-strategy/> (Accessed: Jul 11, 2023).

25
Wright, T. (2023) 'What Is Corporate Strategy? The Four Key Components', *What Is Corporate Strategy? The Four Key Components*, 09, pp. 1-15 Available at: <https://www.cascade.app/blog/corporate-strategy>.

LCMB7003 - Strategic Management essay.

ORIGINALITY REPORT

19%

SIMILARITY INDEX

12%

INTERNET SOURCES

1%

PUBLICATIONS

14%

STUDENT PAPERS

PRIMARY SOURCES

1

www.howandwhat.net

Internet Source

4%

2

www.forbes.com

Internet Source

1%

3

Submitted to University of East London

Student Paper

1%

4

Submitted to King's Own Institute

Student Paper

1%

5

tyonote.com

Internet Source

1%

6

Submitted to University of the West Indies

Student Paper

1%

7

Submitted to Saint Thomas University

Student Paper

1%

8

www.indeed.com

Internet Source

<1%

9

Submitted to Mont Blanc Palace

Student Paper

<1%

10	Submitted to University of Birmingham Student Paper	<1 %
11	Submitted to Leeds Beckett University Student Paper	<1 %
12	Submitted to Southern Cross University Student Paper	<1 %
13	Submitted to Nottingham Trent University Student Paper	<1 %
14	Submitted to University College Birmingham Student Paper	<1 %
15	Submitted to Macquarie University Student Paper	<1 %
16	Submitted to University of Ulster Student Paper	<1 %
17	businessmodelanalyst.com Internet Source	<1 %
18	Submitted to American University of the Middle East Student Paper	<1 %
19	Submitted to Purdue University Student Paper	<1 %
20	Submitted to Republic of the Maldives Student Paper	<1 %

21	Submitted to International College of Law Business Administration & Technology LLC Student Paper	<1 %
22	icanig.org Internet Source	<1 %
23	volum-i.uab.cat Internet Source	<1 %
24	Submitted to CSU Northridge Student Paper	<1 %
25	Submitted to The University of the West of Scotland Student Paper	<1 %
26	David Henriques. "A combinatorial auction to sell TV broadcasting rights in league sports", Telecommunications Policy, 2023 Publication	<1 %
27	myassignmenthelp.com Internet Source	<1 %
28	Submitted to Rosebank College Student Paper	<1 %
29	Submitted to Royal Holloway and Bedford New College Student Paper	<1 %
30	Submitted to Victoria University Student Paper	<1 %

31	Submitted to Westford School of Management Student Paper	<1 %
32	Submitted to Middlesex University Student Paper	<1 %
33	kamyarshah.com Internet Source	<1 %
34	www.businessstoday.in Internet Source	<1 %
35	Submitted to University of Maryland, University College Student Paper	<1 %
36	Submitted to University of Wales Institute, Cardiff Student Paper	<1 %
37	Submitted to NCC Education Student Paper	<1 %
38	Submitted to Woodcroft College Student Paper	<1 %
39	link.springer.com Internet Source	<1 %
40	nerdmyessay.com Internet Source	<1 %
41	www.scribd.com Internet Source	<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off