

Developing Strategic Capability

WEEK 6

01

Last week we
looked at
frameworks
used for
strategy

02

BCG Matrix

03

Stakeholder
Analysis

04

PESTLE

Recap...

Reminder!



NEXT WEEK THERE IS NO
LECTURE



WEEK COMMENCING MONDAY
24TH FEBRUARY IS A READING
WEEK



USE THE TIME TO WORK ON
YOUR REPORTS

Assignment

- Executive Summary
 - The purpose of the executive summary is to provide the reader with an overview of the report, without them reading it all. It will afford them an idea of what is included within the report. This will usually comprise of around 10% of the overall word count, however it will not be counted within the wordcount – **400 words**.
- Contents Page
 - Provides the reader with a list of discussion topics/headings and where to find them. Please ensure the pages are numbered throughout the report

Assignment

- Introduction

- This is the opportunity to introduce the reader to the case study organisation, a little background information. You are also required to introduce the reader to the concept of strategy and why it is utilised in Business. The introduction should set the scene and introduce the reader to some key terms they may encounter within. The introduction will comprise of 10% of the word count and is included in the overall word count – **400 words**.

- Main Findings

- Provide a more comprehensive background if the introduction did not permit enough information. Utilising a theoretical framework of your choice – that we have discussed within lectures, conduct a strategic analysis of the chosen business. You may use an additional framework to elaborate on discussion and provide further detail. What is the current strategy used? You may reflect on Mintzebergs' 10 Schools of thought. What are the Strengths associated with the current strategy? How does it create value for the organisation, stakeholders, consumers, investors, is it utilising resources effectively? What are the negative factors/weaknesses associated with the strategy? What is the current market position of the organisation in relation to competitors? What is the vision/mission of the organisation? Does the strategy align with the organisation values? You may use the afore mentioned questions as subheadings, ensure all work is clear. This will use around 80% of the overall wordcount – **3200 words**.

Assignment

- **Conclusions/Recommendations**

- You are required to make recommendations about how the case study business may ensure sustainability and longevity, given that many markets, global and domestic are quite unstable. Please provide strategic options for the future of the business. This will use around 10% of the word count – 400 words.

- **Reference List**

- In text citations must be included throughout. A full reference list comprising of 40 references must be included. Harvard style referencing is required.
- AI Acknowledgment is required at the start of the assignment.
- Consider presentation, aligning text
- Spelling and Grammar

Additional Frameworks



SWOT



Porters 5 Forces



Porters Generic Strategy

SWOT



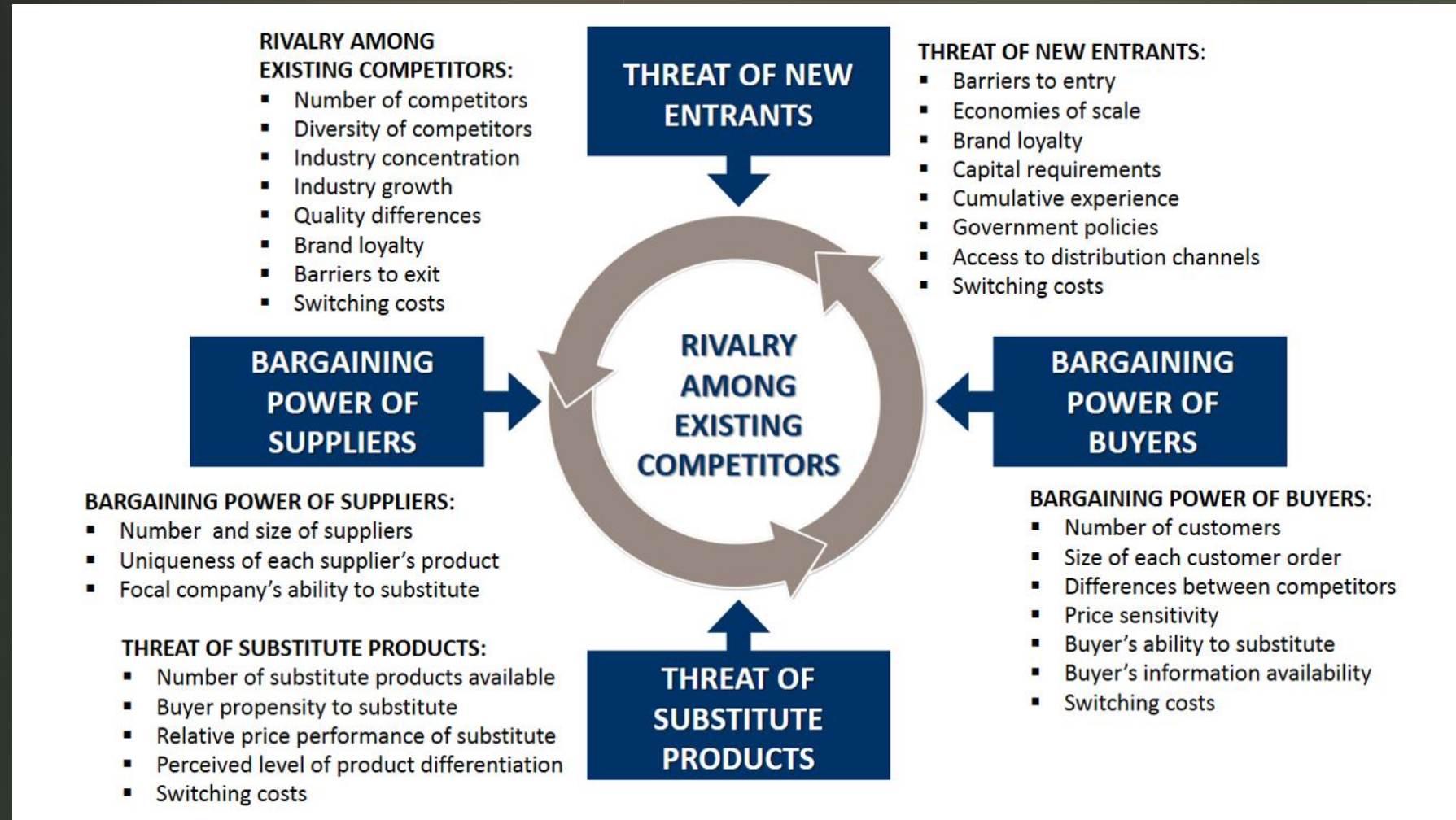
SWOT Method

- This is a framework used to identify the Strengths, Weaknesses, Opportunities and Threats in an organisation
- Strengths - What is the organisation doing well? How is it appealing to the target audience? What are the capabilities that are adding to the success of the organisation/brand.
- Weaknesses - Where the organisation is underperforming. Is it knowledge? Technological capabilities? Failing to understand consumers and/or competitors?
- Opportunities - Weaknesses that we can improve. New market segments? Improved internal capabilities?
- Threats - Potentially cause problems. External. Competition. Global issues such as the pandemic. Beyond our control, but we need to respond.

Porter's 5 Forces



Porter's 5 Forces Method



Porter's Generic Strategy



Porter's Generic Strategy Method

GENERIC
STRATEGIES

OVERALL COST	OVERALL DIFFERENTIATION
COST FOCUS	DIFFERENTIATION FOCUS



Break
Time....

Dragon's Den... Activity



You will be divided into Teams, each team will be allocated a product.

As a team, you will then turn the product into a rockstar! A top selling, trending item.

However, you must use at least one strategic framework that we have discussed, to structure the discussion.

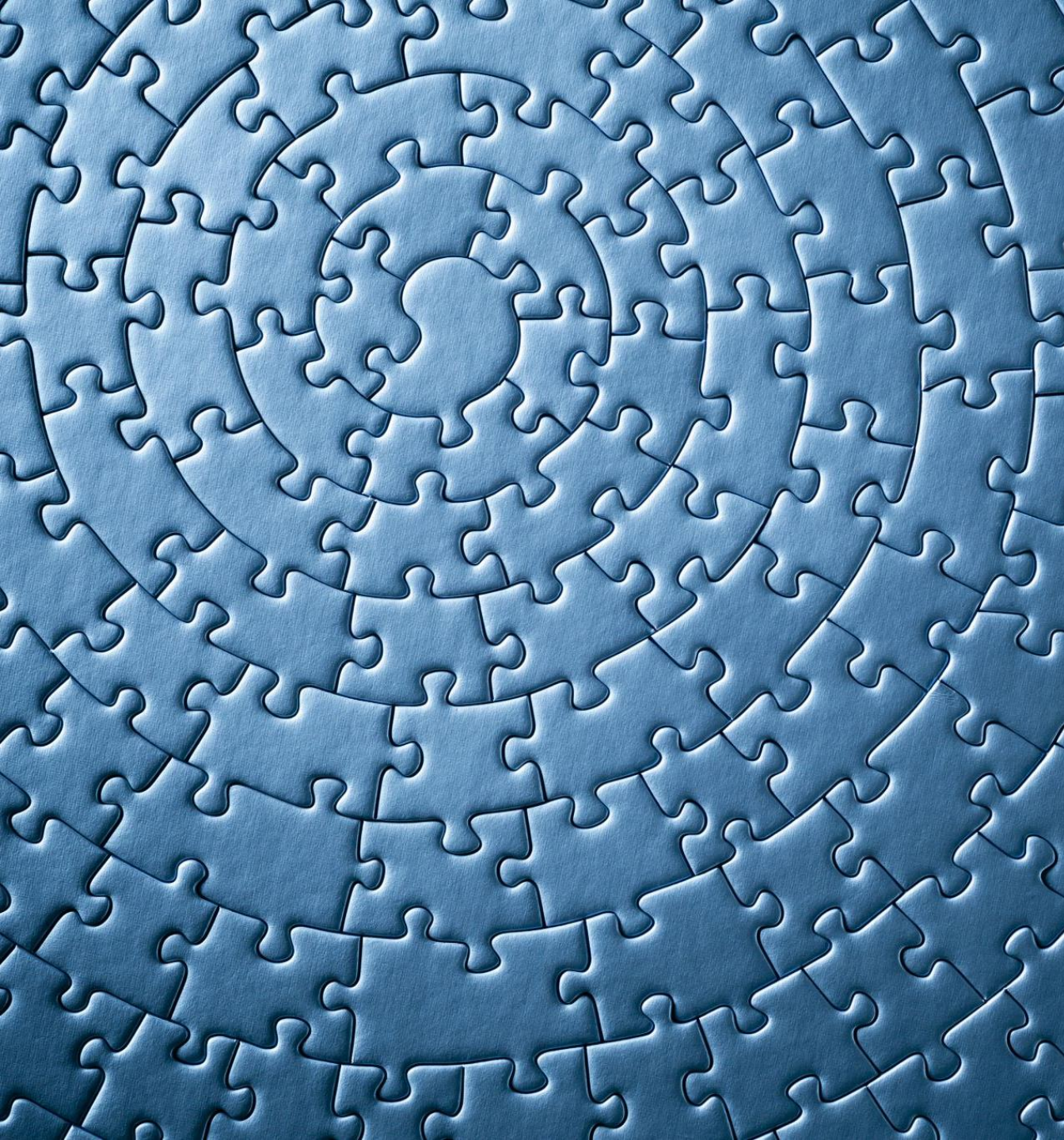
You may leave the class to work on this

You may collect props to assist the presentation.

You are required to deliver a 5-7 minute presentation

The class will then vote as to whether your product is granted the capital.... Or not

You have one hour!



Presentations...

Next Week

Reading Week – no class!