

Strategic choice and evaluation (synopsis)

Business



Week 4 Learning Team D Peer Evaluation STR581 February 23, Peer Evaluation Learning Team D conducted an analysis of their companies to determine the strategic choice for each company. Finding the best value discipline, generic strategy, and grand strategy for each organization will provide a complete combination of changes that can make these companies successful in the future. The goal for the individual organizations is to find the best strategies to meet the objectives of the firms, while ensuring each of the individual companies succeed.

Conducting a SWOT analysis allows the strategic manager to determine the strengths, weaknesses, opportunities, and threats of the firm. Management can determine the direction the firm needs to head for continued success by conducting a SWOT. To take this a step further, the strategic manager may also conduct a matched paired analysis. The matched paired analysis allows the manager to match the strengths and weaknesses of the firm with the opportunities and threats. This will allow management to determine what strengths and opportunities are the best options for the firm to ensure the strategic plan objectives are achieved. Evaluating the strategies of each individual company allows management to find alternatives to improve the organizations plans for continued growth. Therefore, each company has to implement strategies to innovate new ideas and products for profitable gain. The Team D was involved in analyzing a company in order to develop a strategy for the company. The team tried to work on three areas including the development of a generic as well as a grand strategy and to identify the method of delivering high value. This in turn will help the company in developing a strategy that will assist them in their future goals. In order to develop a strategy an organization based strengths, weaknesses,

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opportunities and threats (SWOT) analysis is necessary. The SWOT analysis along with the matched pair analysis helps the organization in matching the organization's strengths as well as weakness with its respective opportunities and threats. The matching of these components helps organization in identifying opportunities that the organization can explore with its strengths for the attainment of organizational objectives. The company can even evaluate the strategies of its competitors in order to identify ways through which it can improve its own operations and attain growth.