

Chapter 1 : SWOT and PEST analysis – Assignment Example

Commercial enterprises operating in the regional market, forced to constantly monitor changes in the environment that have a direct impact on its www.nxgvision.com effectively analyze the external environment has developed special techniques, among which the most popular PEST - and SWOT - analysis.

Coca-Cola said on July 27 it would be raising the price of its sodas in the middle of the year. Economic recession can have the greatest negative impact on the company. Technological Cutting edge technology and recycling: Technological advancement in television and the internet means that the company can reach more people than before by using these innovative channels of communication. On the other hand, recycling plastic bottles and tin cans can lower the cost of production. Environmental Misuse of pesticides and water: Two of the most significant environmental factors are pesticides and the water problem. These toxins have been associated with cancer and breakdown of the immune system. Use of water for distillation and processing in areas of acute water shortages have been criticized by environmental activists. The partners are working to enable farmers, particularly women farmers, to be more livelihood- and food-secure through Water Smart Agriculture WaSA technologies and practices, providing the tools and knowledge needed to increase food production in the context of climate variability and limited water resources. Want a more detailed case study about the soft drink giant or some other brand? Case studies are detailed investigative accounts of individual entities using the disciplinary knowledge of a particular subject. Marketing, law and nursing case studies are the most common case studies encountered by students. We have with us experienced tutors, professionals and subject experts to provide quality assignment help. The assignment help provided comes with guarantee of first class assignment, plagiarism-free paper backed by impeccable citations and bibliography. Log on to our website. You can also call us at our 24x7 customer support center. Our subject experts are ready to provide you with assignment help solutions at any time of the day. You will either have to fill in the details of your assignments or let our customer executive know about your problem. Then our customer service executive will call you back with free assignment help quotes. Pay through our website using Pay pal or any other international credit or debit cards and get your assignment delivered to your mailbox on time.

PEST analysis stands for Political, Economic, Social, and Technological analysis and describes a framework of macro-environmental factors used in the environmental scanning component of strategic management but the word PEST is no more than a convenient mnemonic.

When you are trying to decide if an idea for your business is feasible, you should examine all the factors that can affect its success or failure. A SWOT analysis examines four areas in the business environment: Identify the advantages that your business has over the competition. Be honest about the weaknesses in your operations. Identify the external trends that you can take advantage of. Assess the outside conditions that may be obstacles and have a negative impact on business. Determine how the current direction of the political parties may influence business development and growth. Examine the effects of interest rates, taxes, the stock market, consumer confidence and other economic metrics. Acknowledge the changes in lifestyles, advertising targets, ethics, demographics and culture. Anticipate any new laws and regulations that can impact your operations. Identify the environmental factors that should be considered. The process gives decision-makers a better awareness and understanding of the changes that may occur and the impact that these changes may have on their business. Using both methods together produces a comprehensive evaluation of a project. Provide a simple structure to conduct the analysis. Bring together various departmental skills with a common goal. Encourage employees to adopt a strategic thinking mindset. Create a method to find and exploit new opportunities. Evaluate the impact of various decisions before implementation. They can be applied to large projects as well as smaller ones such as marketing campaigns, reorganizations, new production methods and introductions of new products. The analysis process brings together the views employees and results in a better understanding, acceptance and successful implementation of projects.

Chapter 3 : Starbucks SWOT Analysis (6 Key Strengths in) - SM Insight

In order to reach this conclusion PESTEL analysis is done to identify the key drivers of change that can be used to predict the scenarios for the future. PESTEL stands for political, economical, social, technological, environmental and legal and forms of analysis of the macro-environment of the organization (Thomas,).

This article explains the strategic planning for tourism of small mid-european SWOT analysis, provides the theoretical background city Varazdin, which is located in the north west of and an overview of the application of the SWOT Croatia. SWOT analysis identifies internal and analysis. As some authors have identified external factors which are prioritized by expert in tourism domain by means of AHP. Results indicate that proactive hierarchy process AHP in order to avoid these communication strategy and isolation strategy with disadvantages. Varazdin strategic marketing plan definition. Introduction SWOT is an acronym of strength, weakness, Every organization is faced with a variety of opportunities and threats. The first two factors internal and external forces which, on the one hand, strengths and weaknesses are related to internal can be a stimulus, or on the other hand, can be organizational factors, while opportunities and potential threat regarding the performance of the threats cover a wider context or environment in organization or the goals that the organization wants which the entity operates [4]. The first are likely to to achieve. As a first step in strategic planning be under control of the organization but the latter managers need to identify and evaluate these one, although they are no less important when strategic factors that either help or make difficulties looking at the impact on the enterprise, are not. Because each organization operates in a SWOT is one of the most widespread methods of dynamic environment, the relative importance of management and is an instrument used by managers each strategic factor is exposed to constant change. Commonly used as a tool Defined strategic factors can be used as a starting for the analysis of internal and external factors in point for creating a strategic plan. Their biggest order to achieve a systematic approach and support to advantage is helping decision makers explore address the situation. Internal and external factors are different areas of management, give an insight into the most important for the future of businesses. They the importance of individual components within the are called strategic factors and are presented in the enterprise, and allowing them to initiate appropriate SWOT matrix. The ultimate goal of the strategic action. For a successful business in this regard, the planning process, of which the SWOT is one of the organization must concentrate his future goals on initial phases, is development and adoption of their strengths and turn tendencies associated with strategy resulting in a good relationship between the weakness. Response to the internal strengths and internal and external factors. SWOT can also be used weaknesses is therefore an essential component of when the alternative appears suddenly and need to strategic management [7]. SWOT analysis is actually a method to help with Strategic management can be defined as a set of strategy formulation. The analysis aims to identify decisions and actions taken by management, in the strengths and weaknesses of the organization and collaboration with all levels within the organization the opportunities and threats in the environment of in order to establish long-term activities of the the organization. SWOT analysis is an important tool organization [13]. SWOT analysis is therefore mainly based on can build a strategy on their strengths, eliminate qualitative analysis; skills and expertise of people. As weaknesses and exploiting its capabilities, or to use the planning process is often complicated by a an option in the fight against threats. SWOT analysis number of criteria and interdependencies, sometimes summarizes the most important internal and external using SWOT is insufficient. In a study from In addition, expression of certain factors organization. On the one hand, these factors may was very brief and general in nature. Thus, it can be include incentives, on the other hand may represent a concluded that the results of the SWOT analysis are potential limitation in terms of performance of the often only superficial and inaccurate or incomplete organization or the goals that the organization wants list of qualitative testing of internal and external to achieve [13]. The resulting information can be factors. Advantages and disadvantages of SWOT analysis then until now extends to a wide range of areas. SWOT is used in many situations, e. SWOT information , especially for preliminary research, but analysis is often used by consultants, but it is rarely also as a basis for more applied and theoretical work by scientists. One of the

advantages but at the same time can be classified according to its attractiveness and disadvantage of SWOT analysis is the fact that it is the likelihood of potential: The emphasis on the and threats that will not materialize. The internal evaluation of the work seems more applied than factors may be ranked in terms of their effectiveness theoretical. SWOT has proved very useful in and relevance [3]. Furthermore, they summarize understanding the environment of the organization internal and external strategic factors in EFAs and, consequently, in the strategic planning of their Synthesis of External Strategic Factors , the growth and development. They showed applied at higher levels, for example, in strategic plan how internal and external factors can be weighted to in tourism of the destination [8]. Strategic planning illustrate how management responds to these specific for the destination could be a difficult task as there assessment factors in light of their perceived are many possible strategies derived from the importance to the company. Weighting was carried assessment of environmental factors. But the out on a scale from 0 not important to 1 most decision without a systematic approach would result important. The result was a weighted score that in less effective strategies. In addition to weighting and evaluating analysis is not able to quantify the effects of weight individual SWOT factors, they proposed weighting and strategic factors on alternatives [11]. Although of four SWOT groups and their usage as additional some studies have included such quantitative multipliers for individual factors in order to assess weighting, none take into account the relationship or their overall significance. When used SWOT, base the future success of the strategy. However, there is no possibility of a comprehensive evaluation none of presented approaches does not consist of a of the strategic decision-making situations. In systematic technique for determining the importance addition, SWOT does not include funds for the of factors. First, the reasons why combination of to avoid the disadvantages of SWOT analysis. Thus, the idea behind using AHP is tool, this analysis also has weaknesses. This chapter provides a theoretical background be used more efficiently. As a result, a hybrid method is obtained that of two methods. As advantages of derived Analytical Hierarchy Process AHP is one of the hybrid method, literature most often states its most popular methods of multiple criteria decision simplicity, efficiency and the ability to combine making. It is used to rank the alternatives by taking qualitative and quantitative criteria [8]. One problem into account the importance of the different criteria. This can complicate the comparison. It is the hierarchy. AHP structures the problem of recommended that a number of factors strengths, decision-making and monitors the process of weaknesses, opportunities and threats will be limited decision making by defining objectives, criteria and to 10, but it certainly allows the user to avoid overlap alternatives, by comparing criteria and alternatives in and negligence during construction of SWOT. On the pairs and defining priorities of alternatives. Results other hand, the limitation is not so strict and the of the AHP method are ranked alternatives and the problem of the large number of comparisons it can be weight coefficients of criteria in relation to the goal. AHP successfully identifies and indicates the First, grouping variables and second, by adding a inconsistency of decision making by tracking new level in the hierarchy. If, for example, there is a inconsistencies for the whole process. Results are large number of opportunities, they can be grouped quantitative indicators that can argue the decision. AHP enables AHP method is now one of the most popular and quantization of priorities to support decision making. It was developed by uncertainty of the results. Consistency measure of Saaty in Application of AHP about the uncertainty derived priorities. Vaidya and Kumar published in It is prestigious international scientific journals in the good to compare the external features compared to period since For example, if it turns In the period since Similarly, the is one of the three areas. Furthermore, the AHP has selection of the new strategy probably should not be been applied in the planning, development, and in based only on the deletion of the existing cost " benefit analysis, and less in medicine and for opportunities and threats, if they are of equal size. In the purposes of prediction. Some of the of comparisons in pairs that are needed in the advantages of AHP method as a systematic approach analysis is rapidly increasing. The added value of Step 2: This provides a good basis for testing the compared is has higher impact: With these alternative strategy. After conducting these comparisons as input, the relative priorities of the comparisons, decision makers will have new local factors are calculated using the eigenvalues. Comparisons in pairs between four SWOT groups. Factor with the highest local priority was chosen This hybrid method is suitable for many from each group to represent the group. These four situations of strategic

planning. After defining the factors are then compared and their relative priorities of SWOT factors, new strategies can be calculated as in step 2. Furthermore, it is possible to compare two or more strategic options, so find out groups and they are used to calculate the total global which is the best match to the SWOT factors. This can be done by adding an alternative strategy to the done by multiplying the local priorities defined in the lowest level of the hierarchy and comparing them second step corresponding to the value of the scaling with respect to each factor in SWOT list. The result factor in SWOT groups. The sum of all factors of is a quantitative value that indicates the priority or global priorities is one. Making comparisons in pairs forces Contribution to the strategic planning process comes decision-makers to think about the weights of factors in the form of numerical values for the factors. New and more accurately analyze the situation. Hybrid targets can be set, the strategies defined and the method of AHP and SWOT increases and improves implementation plan taking into consideration based the information base for the strategic planning on the most important factors. It also provides an effective framework for learning in support of strategic decision making in 5. Application of SWOT-AHP method many situations and can be used as a tool for communication and education in the processes of In several previous studies the combined model decision-making where multiple decision makers SWOT and AHP method was used [8] [9, [10], involved. When evaluate alternative strategies of e-government [12]. In each of these studies case study approach have were used as input to calculate the local priorities of been used to examine specific situations. Inside the opportunities international reputation stands out as the strongest because it has the highest priority. International reputation is followed by geographic characteristics of destination. Development As the greatest strength expert identified the of a strategic plan for a small town in the northwest characteristics of the destination. It is interesting to of the Croatian, Varazdin is presented. Varazdin is a be noted that characteristics of the destination has city with less than 50 inhabitants, the capital city priority higher than following two strengths together. The main objective of the strategy described earlier in the paper.

Chapter 4 : Relationships Between PEST and SWOT | www.nxgvision.com

The following swot analysis helps to shows four main things, first of all it shows the opportunities available and also the threats when releasing a new cereal bar into the market, it also helps show any strengths and weaknesses for Cadburys when releasing there new cereal bar into the market, overall helping to ensure no mistakes are made.

By assessing the Political, Economic, Social, Technological, Environmental and Legal factors, the Opportunities and Threats can be faced by a company can be identified. Future trends and requirements for change based on these trends can be identified through this analytical tool Johnson, et al, Political and Legal factors Southwest Airlines domestic operations are significantly influenced by government bodies; primarily Federal Aviation Administration FAA see www.faa.gov. Recently, a law has been passed to repeal the Wright Amendment to be in effect in Thompson and Gamble, Southwest Airlines has on numerous occasions won legal battles against rivals in the US courts Thompson and Gamble, Economic factors Airline industry is severely affected by fuels costs. A rise in the price of oil has a major impact upon Southwest Airlines profitability Mouawad, Social Factors Southwest Airline has a strong commitment towards customer service Thompson and Gamble, Campbell, Technological factors Technological developments have both created new opportunities as well as threats for Southwest Airlines. Emergence of information and communication technologies has enabled robust communication and subsequently provided customers with an alternative for frequent travelling. It has also enabled Southwest Airline to expand its outreach directly to consumers through e-commerce. For instance, Southwest Airlines was able to introduce ticketless travel through the use of technology Thompson and Gamble, Southwest Airlines reservation system is considered to be outdated. It needs to update so that the company can sell international tickets, provide passport information to federal authorities, and better handle customer relationships, along with other services Mouawad, Aircraft emissions cause significant damage to the atmosphere Penner et al. The community noise is another major environmental concern. Noise from the air traffic is not only the reason for irritation and an unpleasant experience and has serious health issues. The Five Forces analysis is as follows: Competitive Rivalry The competitive rivalry in airline industry has been increasing especially through mergers and acquisitions. They are offering their passengers access to numerous cities throughout the US and connecting them to four continents of the world which Southwest Airlines does not do Mouawad, Moreover, new rivals have emerged following the footsteps of Southwest. Entry Barriers There are high barriers to enter this industry as it requires a large initial capital investment. In conjunction with the price wars and low profit margins, it has become difficult to make profit in this industry. It is very common for airlines to project losses in their financial statements. Therefore a new entrant must be able to handle losses at the beginning. Another barrier to entry is the limited availability of landing slots at the US airports. The slots are already reserved by established airlines and are difficult to obtain especially in airports with high passenger demand Czemy Threat of Substitutes There are many substitutes in terms of long distance travel such as cars, trains, ferries; and these are usually cheaper. However, air travel has the absolute advantage in terms of time. Hence, the threat of substitute is relatively low. Bargaining power of suppliers Boeing and Airbus are the main aircraft suppliers for large airlines. Boeing is the supplier of aircrafts to Southwest Airlines. During the last few years, Southwest Airlines has renewed some of its aircrafts with Boeing aircraft and plans to completely switch over to them in near future Southwest, Since there are high switching costs for Southwest Airlines from Boeing to Airbus " related to the training costs of pilots and training engineers to adapt to Airbus aircraft " the bargaining power of Boeing is high. Also, Southwest Airlines is heavily depended upon on the price of oil for its profit margins, which implies high bargaining power of oil suppliers. Additionally, Southwest Airlines primarily uses regional airports and avoids large and expensive international airports. Hence, the bargaining power of both these suppliers is high Thompson and Gamble, Bargaining power of buyers Consumers have high bargaining power which is mainly attributed to their price based preference. Receiving the same service, the consumers will select the airline which offers them best value for their money. Since the switching costs for customer is very low, the bargaining power of buyers is high. Internal Analysis Southwest Airlines gains its competitive advantage through its strategic

capabilities that are gained from its resources and competences. Resources are the unique tangible and intangible assets of the company while competences are the ways that the organization uses its competences to gain competitive advantage Johnson et al. It is through these resources and capabilities that the company can respond to its external environment and succeed. The following is an evaluation of Southwest Airlines internal resources and competencies. For that purpose, this essay utilizes the strategic clock tool proposed by Johnson, Scholes and Whittingham see fig 1. Considering this strategic clock, Southwest Airlines is positioned between number one and two, wherein it maintains lowest costs for its operations through its no-frill strategy. Increased competition due to the emergence of other low-price, no frill carriers. Other full services airlines achieving economies of scale with increased mergers and acquisitions. The company is missing on a significant customer segment that is willing to pay top dollar for a full service air travel. Southwest Airlines needs to achieve higher aircraft efficiency to avert economic concerns regarding fuel costs and environmental concerns regarding high emission and noise pollution. The company has been operation for more than 40 years and is regarded as one of the most profitable airlines companies in US. It no longer has the underdog image it used to have a decade ago. The company has high labor costs, stalled growth, and is looking more like a legacy carrier Schnurman, Despite being profitable in a challenging industrial environment, the company has faced losses in its profits Schnurman, The company needs to regain its profits levels to ensure an upwards trend. These are market penetration-consolidation, product development, market development and diversification Ansoff, Market Penetration and Consolidation Southwest Airlines should consolidate existing routes and increase its market share on existing routes. It should also plan to exist from less profitable routes. Product Development This should be a key strategic direction for the company. The company should move on with its plan to add 33 new Boeing s aircrafts and retire 40 of its Classic aircrafts, which will result in a combined fleet of aircraft. With the new larger gauge s and additional seats, the company will be able to retain its level of seat capacity despite reducing the number of aircrafts by 7 Southwest, This will help the company decrease its operational costs. Considering already low operating costs and an engrained philosophy of no lay off employees or salary cuts, Southwest should try to increase its revenues in order to mitigate the rising operational costs challenge. Southwest Airline should aim to attract more business travelers by offering more perks and amenities. Southwest Airlines should further expand into ancillary products and services offering such as car rentals, hotels, taxi services, etc. This could be a good strategic fit especially for its popular destinations. Moreover, to advance the company network of flying routes and destinations, Southwest airlines should speedily complete transition from its existing reservation system towards a new robust information system that can enable it to serve international destinations and allow for other customer relationship management enhancements. Market Development The new Boeing s planes will allow Southwest Airlines to fly longer distances. This move would be significant because it will help the company to fly to destination such as Hawaii, and, for the first time, to destinations outside the United States Southwest, With the acquisition of new aircrafts, the company should explore new long distances destinations. Based on the joint schedules of both airlines, the combined network will serve 97 destinations. The acquisition of AirTran will help Southwest to attract more business travelers. Moreover, this acquisition will provide Southwest Airlines with expertise on international flights and expands its footing in New York and Washington. It will also enable Southwest Airlines to directly compete with full service players such as United and Continental, as well as American and Delta. Diversification In the next few years, the company should not embark upon diversification. International Experiences and Options for Reform. Prentice Hall Mouawad, J Intergovernmental Panel on Climate Change. Harvard Business School Porter. Harvard Business Review, January , p. Southwest Airlines One Report. South West Airlines in Culture, Values, and Operating Practices. In Essential of Strategic Management.

Chapter 5 : Coca Cola SWOT Analysis (6 Key Strengths in) - SM Insight

SWOT analysis and PEST analysis are two of the most frequently used planning methods. Below is a brief introduction to both methods and a comparison of SWOT analysis.

Thus scenario analysis is done to evaluate the likely views to predict the organizations future business environment Heijden, In order to reach this conclusion PESTEL analysis is done to identify the key drivers of change that can be used to predict the scenarios for the future. PESTEL stands for political, economical, social, technological, environmental and legal and forms of analysis of the macro-environment of the organization Thomas, The probable factors that affect the automobile industry are: Laws and regulations had affected the automobile industry since its outburst. These laws generally revolved around the environmental norms that were to be fulfilled by any car industry. Thus the car manufacturers had to take care of the environmental issues during manufacturing of cars. Taxes and government foreign policies are critical for the automobile industry. The foreign policies help to us decide the probability of success in the global market. Introduction of new schemes in the US and Europe automobile industry wherein regulations led to produce high mileage cars along with increase in automobile sales and production Hill, Economical factors Economical factors related to the exchange rates, economic growth globally and the business setting prevailing in the industry. Economic factors for the industry are: Thus there was lot of revenue withheld even though demand was less than supply. Social factors Social factors include the changes in cultures and demo graphics globally apart from change in buying pattern and capacity of the consumer. Social factors having an impact on the auto industry are: Changes in the customer predilection from car being a status symbol to fuel efficiency and low emission cars. Changes in buying pattern of the consumers due to recession in mature markets. Environmental issues and awareness of the harmful emissions through automobiles Increase in use of technology to gain a clear competitive advantage Use of new and sophisticated design to overcome the decreased margins in the industry. Stern application of the EURO norms set up to curb pollution in developing countries. The threat of new entrants in case of automobile industry is less as large capital cost is required to set up a manufacturing plant and assembly liner. Also it takes time for new entrants to get a place and the reputation in the minds of the consumers. BMW has a brand image of being powerful and luxurious. Thus the threat of substitutes for BMW is high. Bargaining power of buyers: BMW and its competitors are positioned as in exclusive product range. Here the bargaining power of buyers is high because the consumers can decide the product according to the price range and buy the products accordingly. Also with environmental issues hovering over the industry the buyers have the last say with sample substitutes available. Bargaining power of suppliers: BMW has good supply chain management system and had long relationship with suppliers. The bargaining power of suppliers is high in this industry as the suppliers can dictate the price tag for the raw materials. Though long time associations with suppliers can prove fruitful, the final word lies more or less with the suppliers. Competitive rivalry Industry has cut throat competition for its products, with its products targeting the segment and positioned in a similar way. Huge deployment of infrastructure and manpower concentrated on automobile industry after the dusk of the second world war Consumer preferences for product excellence and cost of ownership Use of design as a chief asset Technological advancements Increase in the implication of brand management rather than product excellence PRODUCT LIFE CYCLE The implications of the five forces analysis varies with the industry life cycle. The elements that underline the industry life cycle are development stage, growth stage, shake-out stage, maturity stage and decline stage. During start up the company is in the development stage with high differentiation and innovation as its assets followed by growth stage where the firm experiences high growth with low bargaining power of buyers and less threat of new entrants. In the shakeout stage the growth is slower and the key assets for the firm are its managerial and financial activities. In the maturity stage the growth is almost stagnant with high entry barriers, high competition but less unit costs and higher market share. Finally in the decline stage the firm is likely to face extreme rivalry with the rational and emotional approach key for the firm. BMW was in the maturity stage of the industry life cycle. There were high entry barriers in comparison with BMW. But BMW had considerable

market share and reputation for being an engineering excellence, an asset of BMW in the maturity stage. BMW, the German carmaker had a consistent increase in its annual sales and had the technology at its behest to counter its competitors in the market. The use of scientific technology that BMW restores to, can be implemented to gaining higher economies of scale. Thus its product range varies from a luxury segment to a premium segment in the auto industry. In the cycle of competition any core competencies or competitive advantage is temporary and in this scenario the closest competitor or BMW is the Toyota group. Toyota group has technology, production capacity; profit margins and product range that can give BMW run for their money. It is also a proved product in immature market territory. Thus BMW can strive in the cycle of competition through its core competencies and competitive advantage. This could be good or bad. Strategic drift is when a company fails to work in line with environmental changes however incremental development is evidenced but there is a strong influence of the cultural and historical factors. BMW and its emphasis on brand development incrementally with the changes in the environment when it outsmarted competition. However the path way dependency paved way for the acquisition of Rover an English brand. This could be due to the companies need for huge production and the consideration happened during that time. This would be the strategic drift. The company beaded with the English brand when it was in the flux phase of the strategic drift. After this BMW started to working in tandem with the changes in the environment and developed incrementally. In other words every firm has its own strategic capability to survive against all odds Gerry Jonhson, Kewan Scholes, Richard Whittington, Supply costs revolves around the raw material supply, production units efficiency etc. This ensured that the supply costs are reduced with assembly units operating more flexibly and reducing the transportation costs of raw materials. Economic scale Economies of scale play a big part in manufacturing organizations or firms since the need is to recover the high capital costs through high volume of output. BMW achieves economies of scale by increasing its production capacity. BMW had the capability to swing its operations for 60 hours a week during limp demand and whooping hours a week when the demand is at its peak. BMW also had produced an impressive 1. Product design meliorations can help in labour productivity, better yield and maximum utilization of working capital. Product design can also be used to gain competitive advantage over its rivals with simple use of marketing intelligence. It was highly dependable, influential and lavish. BMW also restored new and modern technology for its products thus marketing maximum utilization of the working capital available. Experience Experience must prove to the key asset of control costs and attaining cost efficiency. Through experience the firm should generate competitive advantage through the collective understanding attained by the firm and its unit costs. The experience curve for BMW is as shown: With the number if units produced increasing per year with the setup of new assembly units, there needs to happen continental reduction of costs in the competitive market situation. This may not provide the necessary competitive advantage, but is proves to be a threshold capability for survival. Value of network It is difficult for a single organization to manage all the value based activities right from the design of the product to delivering the final product or service to customer. This process is generally carried out with the help of a value network. A value network can be termed as a combination of inter-organizational process that proves beneficial to create a product or a service Timmers, The value of network of is as shown. BMW has various assembly locations as well as manufacturing units with each assembly unit having its own supplier of raw materials needed to create a product. Also there exist an internal value chain of the assembly liners themselves. The organization has its own channel value chain. These products are priced differently and segmented effectively in response to the target market. BMW also has price variations according to the locations it is striving in. The consumer value chain is based on the channel value chain BMW offers namely price, design and location. BMW is a renowned company with a high position in terms of branding and gratitude factor. BMW is able to sustain its market position lucratively with its hub of exclusive cars. BMW had exceedingly qualified labour force Gerry Johnson, Kevin Scholes, Richard Whittington, that could qualify as a source for gaining competitive advantage BMW used advanced technology for its products that embarked its products design, quality and price BMW had strong relationship with its suppliers which propagated BMW in maintaining a brawny supply chain management. The above graph is used to identify the critical success factors of BMW. The y-axis represents the value and the x-axis represents the elements of critical success

factor. According to the graph, the critical success factors for BMW are: Product quality Cost of product that justifies product quality Experience Product quality is an inevitable and distinguishing factor for customer satisfaction. The brand is identified by its product excellence and cost of ownership. BMW has a status of being number one when it comes to quality, and thus it is one of the critical success factors for BMW. Though the cost of the product i. BMW automobile is high it evidently justifies this through its product quality. With its years of experience it has developed a brand identity for its products and very integrated and sophisticated supply chain that ensures its products are delivered at the right time and right place.

Chapter 6 : Reason to Use SWOT & PESTLE Analysis | www.nxgvision.com

SWOT, PEST, and Porter's Five Forces Analysis were used in order to identify the strengths and weaknesses of Apple and the available threats and opportunities in the competitive market, while taking into consideration.

Chapter 7 : Coca Cola SWOT & PESTLE Analysis - % Original | On-Time Delivery

Joseph Kim-Keung Ho-Formulation of a Systemic PEST Analysis for Strategic Analysis EUROPEAN ACADEMIC RESEARCH - Vol. II, Issue 5 / August al. () and Ha and Coghill ().

Chapter 8 : Modern Scientific Press

Journal of Modern Accounting and Auditing, ISSN December , Vol. 7, No. 12, A Study on the Impact of PEST Analysis on the.