

# Strategic Management



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**1. Where are we now?**

**2. Where do we want to be?**

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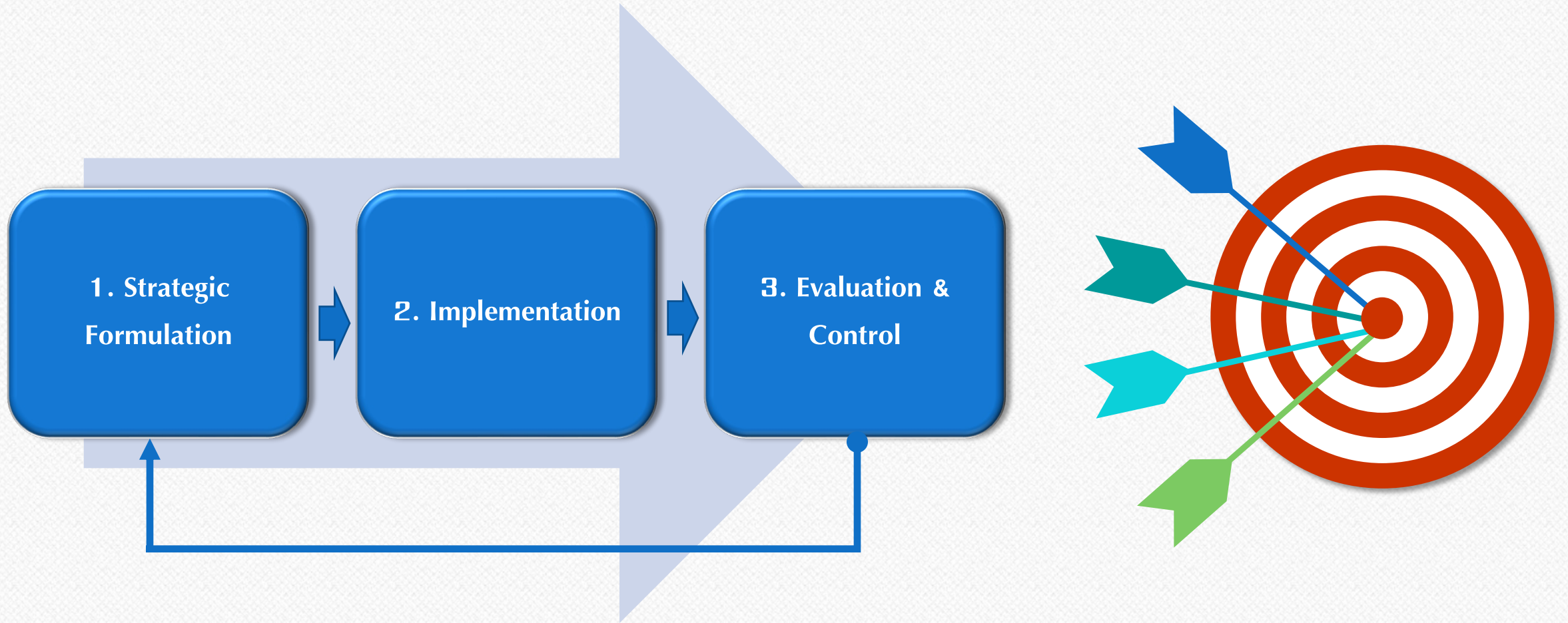
# Strategic Management



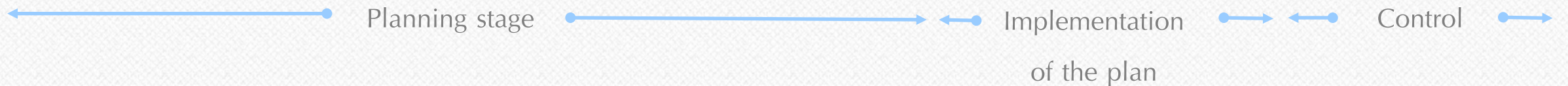
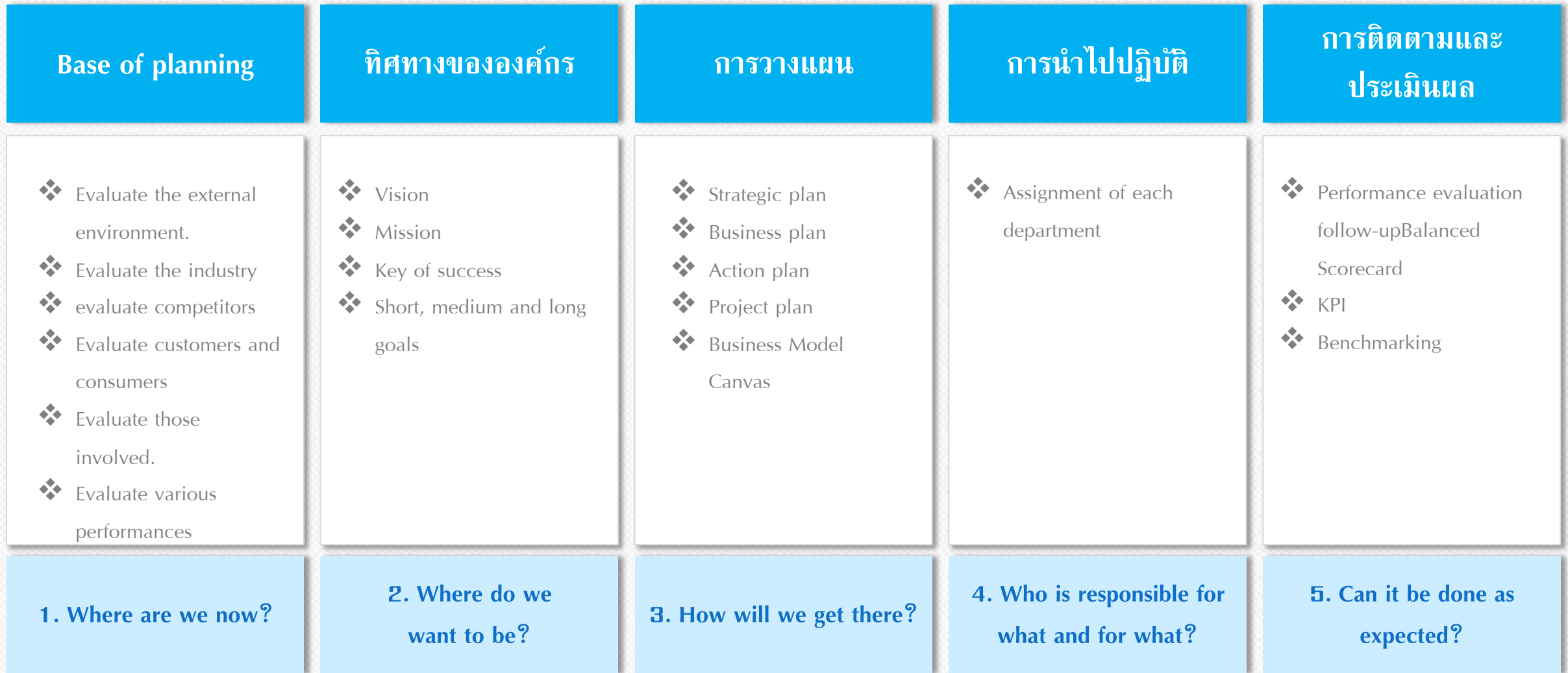




# Strategic Management Procedures



# Strategic planning process



# Strategic planning process

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**How will we get there?**

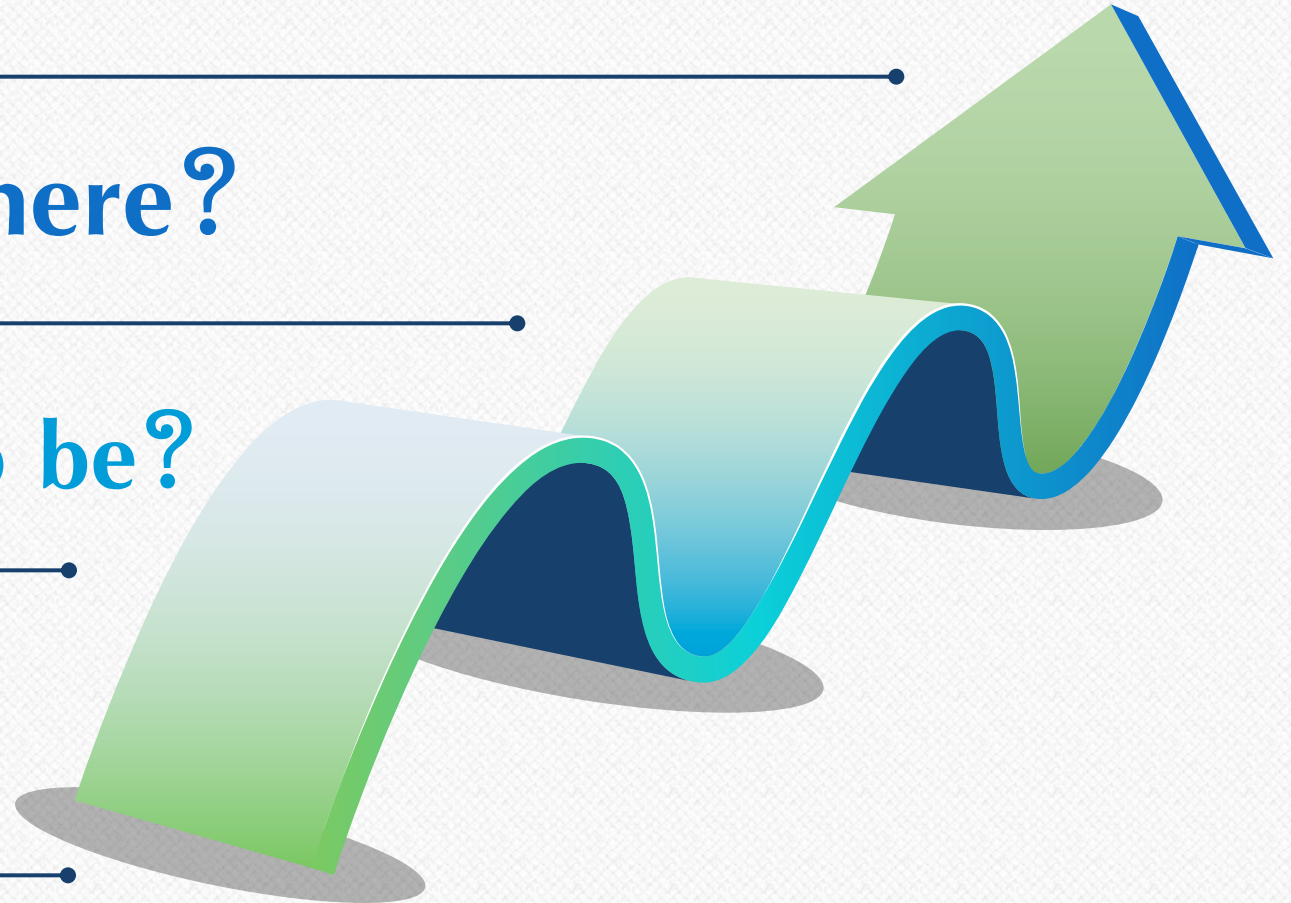
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**Where do we want to be?**

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**Where are we now?**

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# 1. Where are we now?

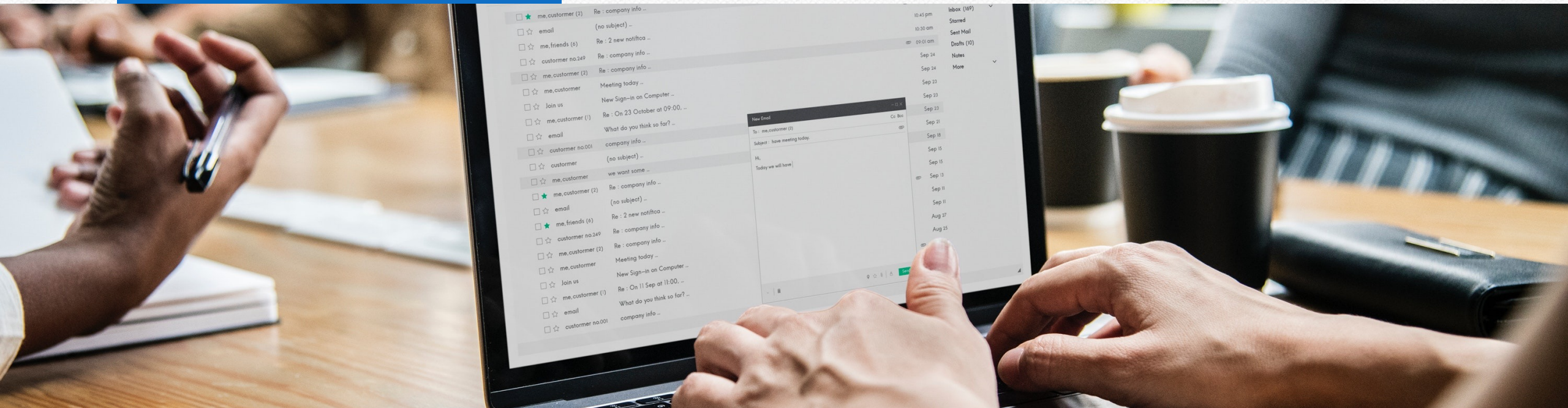
## Marketing Overview

Market Category	2015	2016	2017	2018	2019
Consumer Goods	1000	1100	1200	1300	1400
Health & Wellness	800	900	1000	1100	1200
Auto Market	600	700	800	900	1000



# 1. Where are we now?

- SWOT Analysis
- PESTEL Analysis
- 5 Forces Model
- Value Chain/Resource base



# SWOT Analysis

**S**

Strength



**W**

Weakness



**O**

Opportunity



**T**

Threat



## INTERNAL FACTORS

## EXTERNAL FACTORS

Strengths (S)

Weaknesses (W)

Opportunities (O)

Strengths/  
Opportunities (SO)

Weaknesses/  
Opportunities (WO)

Threats (T)

Strengths/  
Threats (ST)

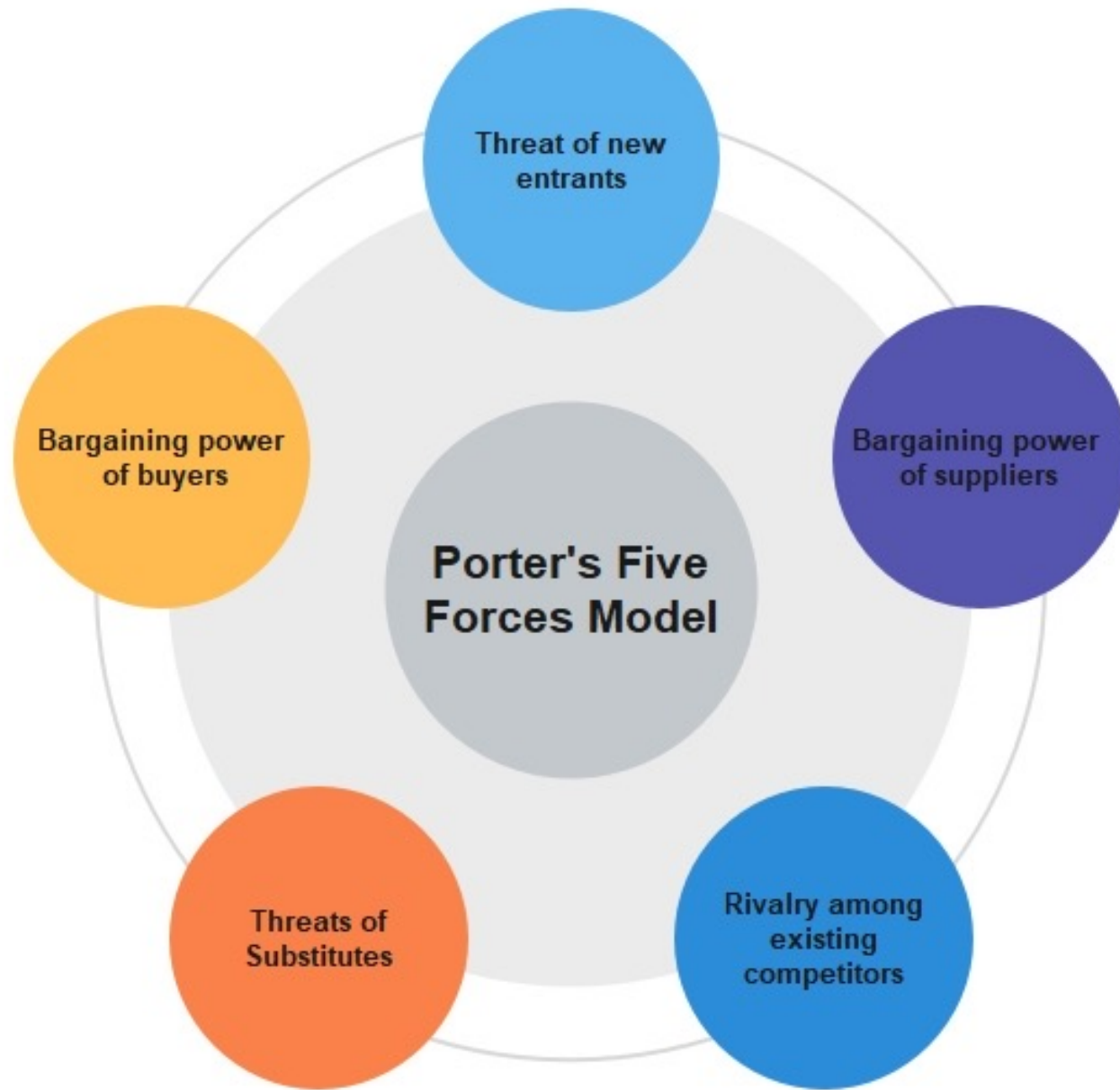
Weaknesses/  
Threats (WT)





## What is a PESTLE analysis?

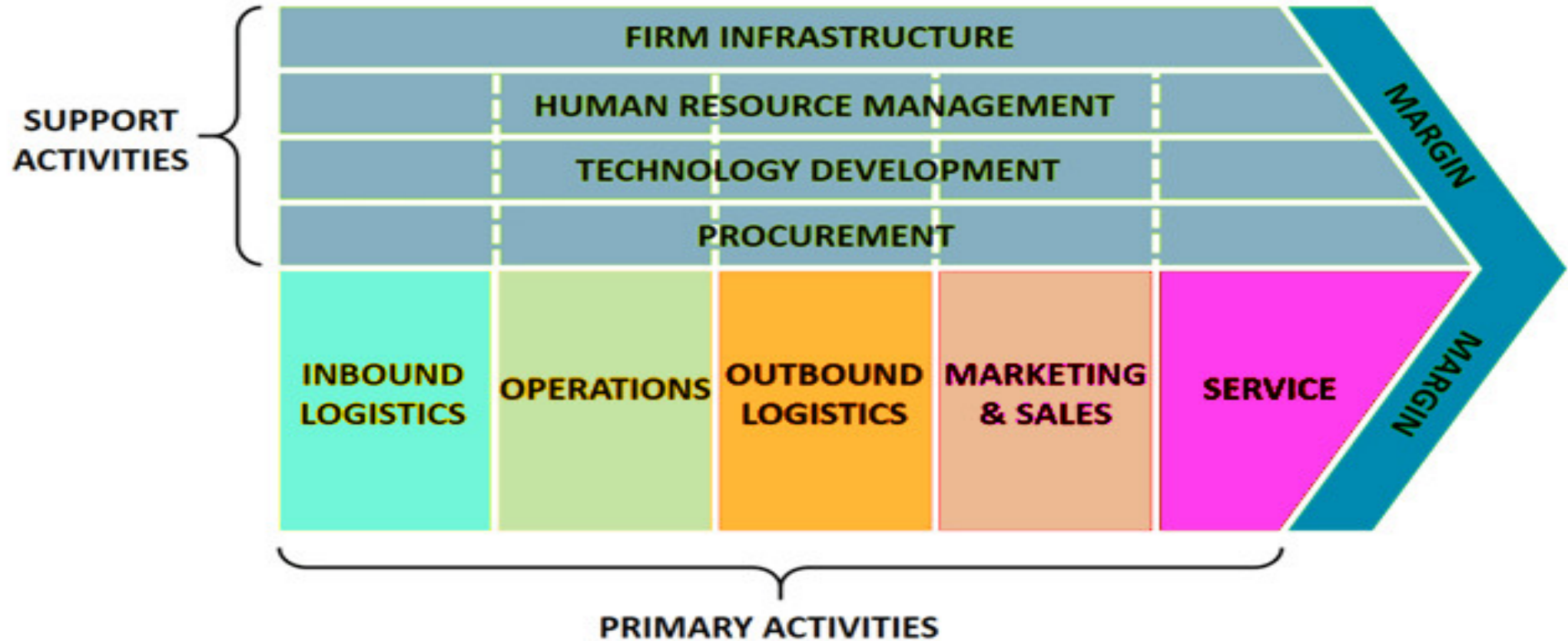
A PESTLE analysis is used to conduct a broad assessment of the key features of the external environment facing a business. It delves into six key factors affecting a company's operations: Political, Economic, Social, Technological, Legal, and Environmental.





# Value Chain

## PORTER'S VALUE CHAIN MODEL







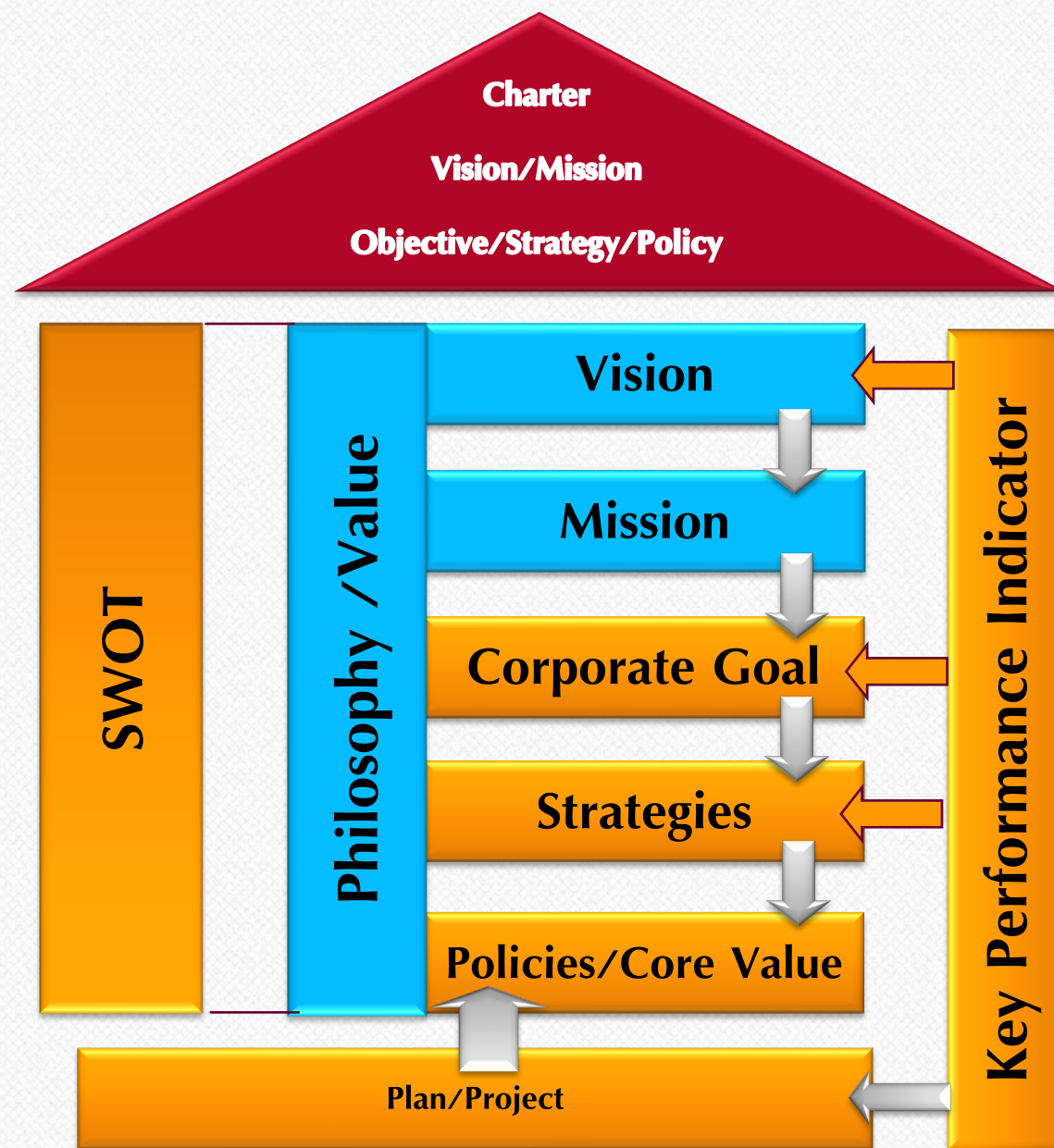
## 2. Where do we want to be?

### Marketing Overview

Market Category	Market Size			
	2015	2016	2017	2018
Consumer Goods	1000	1100	1200	1300
Health & Wellness	800	900	1000	1100
Real Estate	600	700	800	900

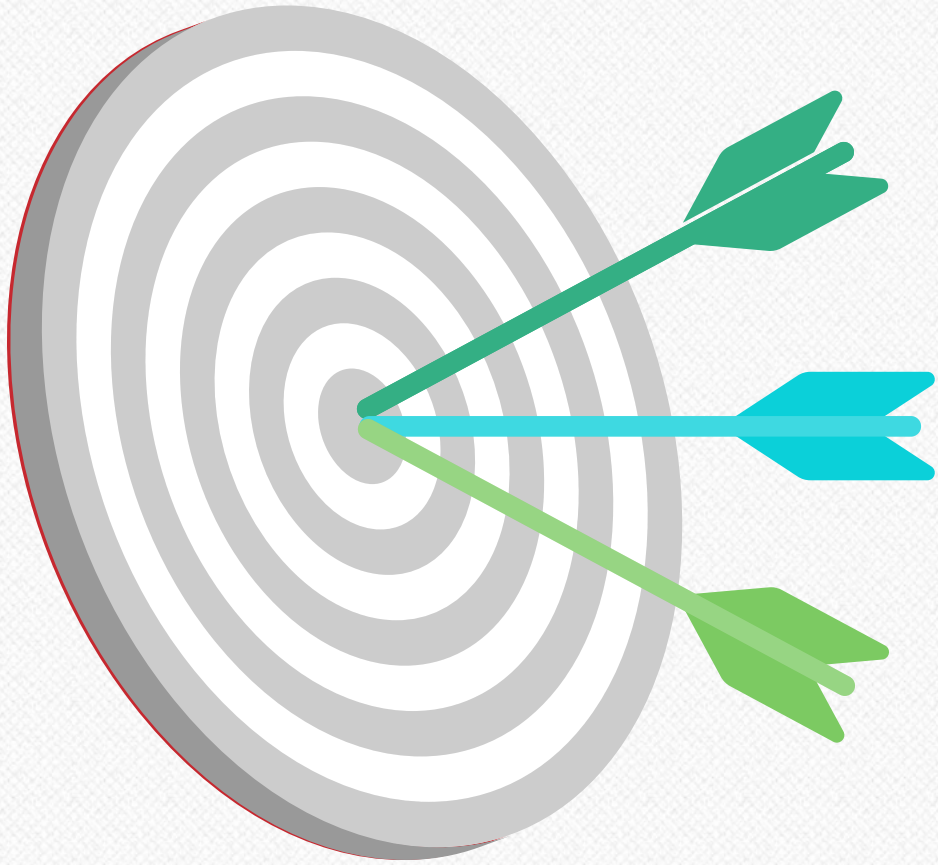
# STRATEGIC PLAN

*SWOT*  
*PEST*  
*5 Forces Model*  
*Value Chain*



*KPI*

# Type of planning



**Short-term planning**

**3 Mouth-2 Year**

**Moderate planning**

**2-5 Year**

**Long -term planning**

**5 - 10 Year**





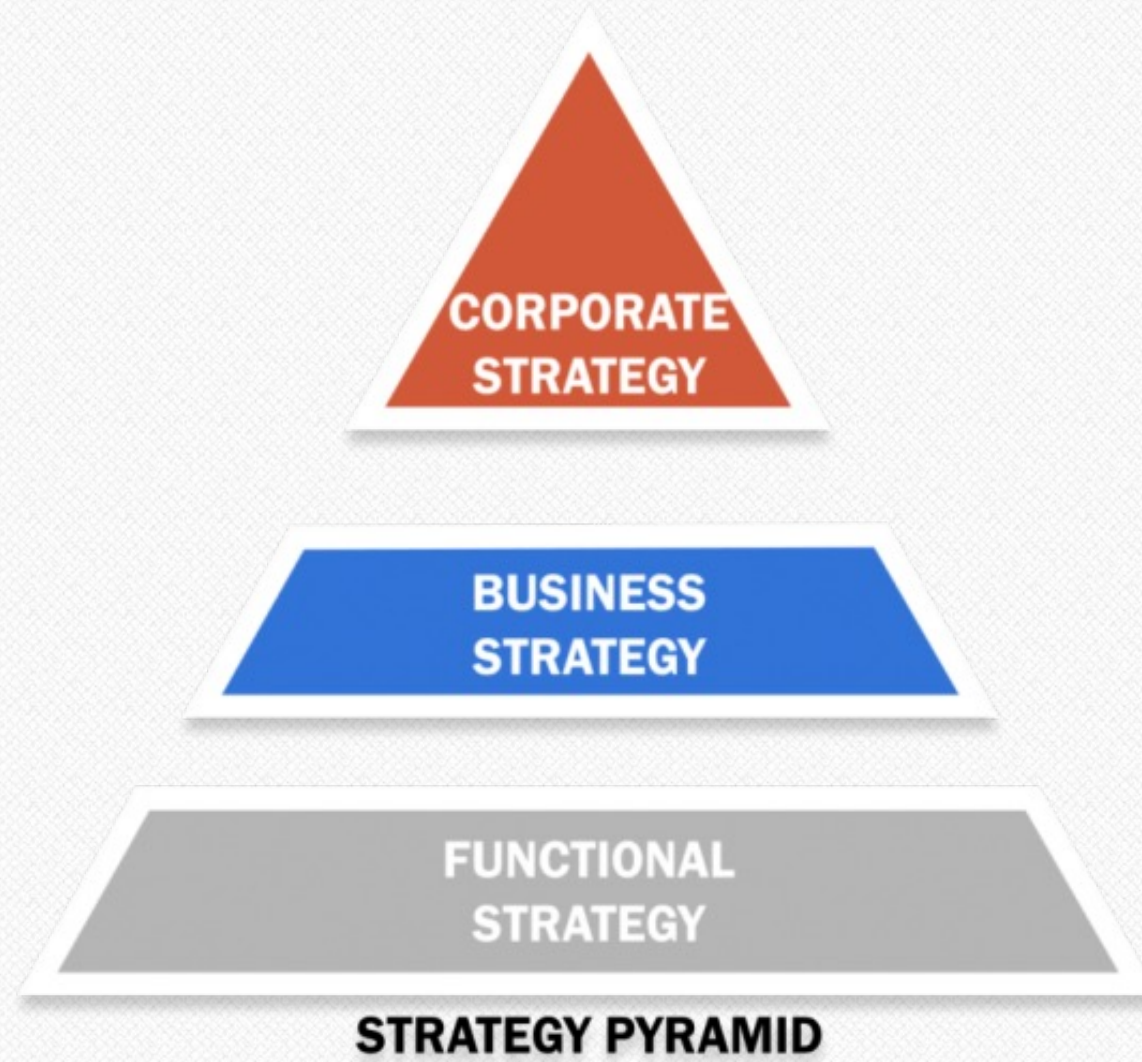
# 3. How will we get there?





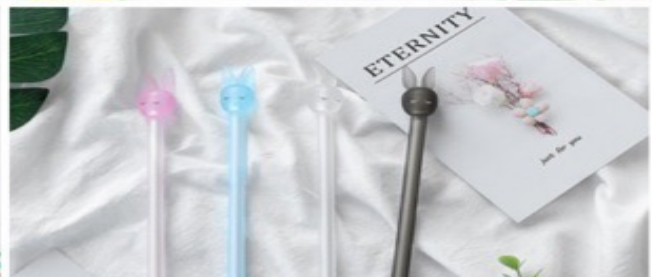
# Three Levels of Strategy

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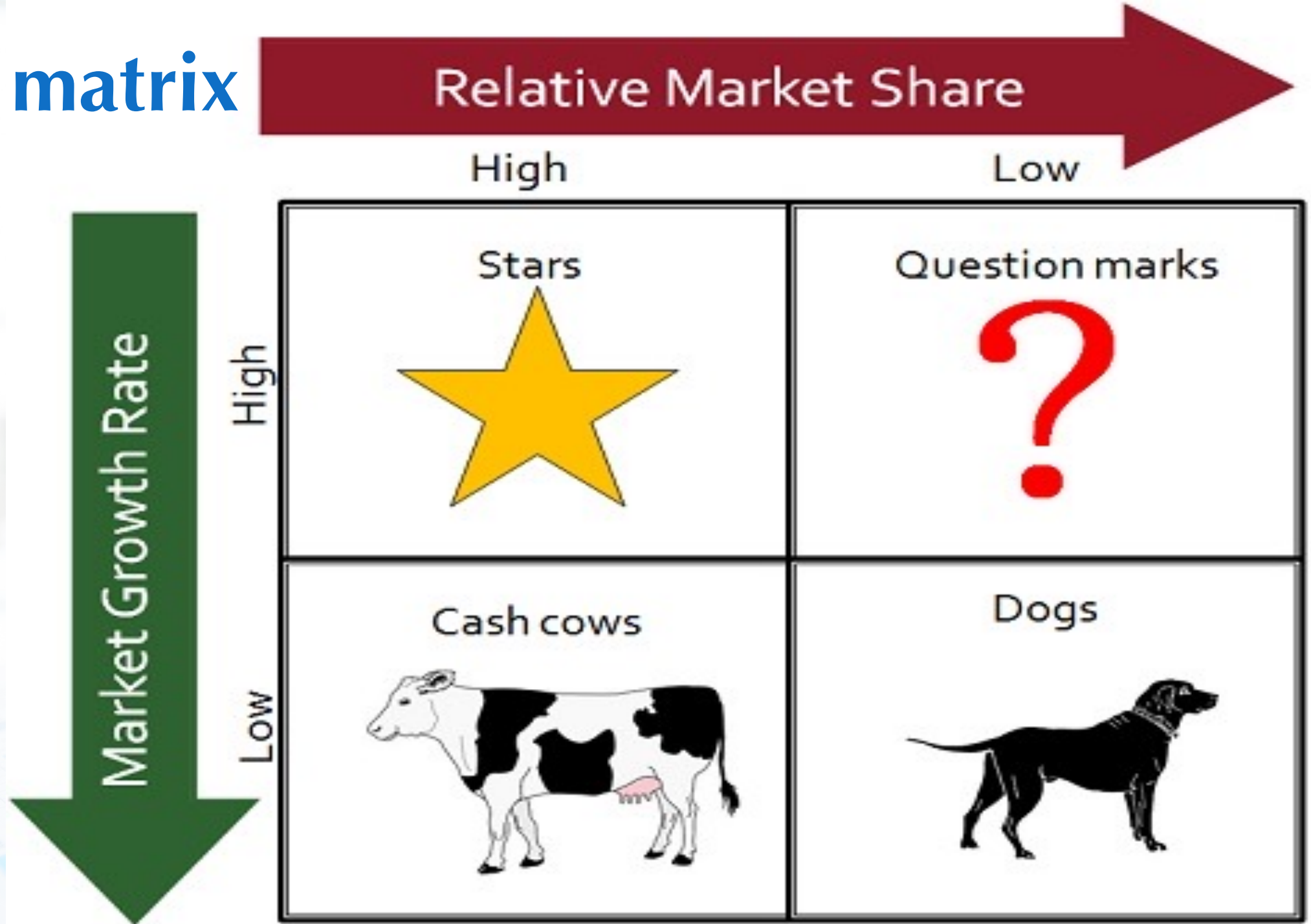
# Service



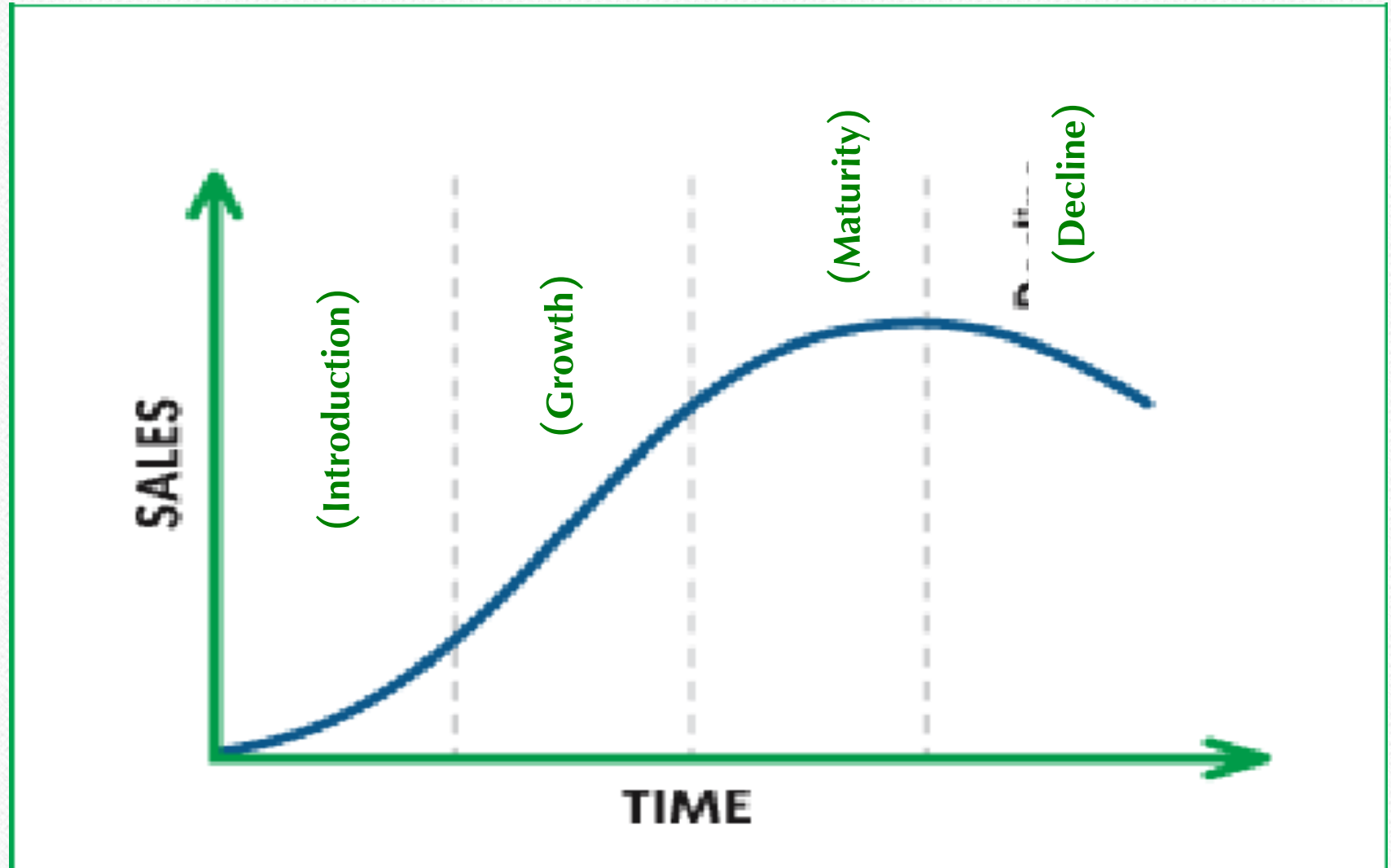
# Product



# BCG matrix



# Product Life Cycle Curve



## Relative Market Share

High

Low

Market Growth Rate

High

Stars

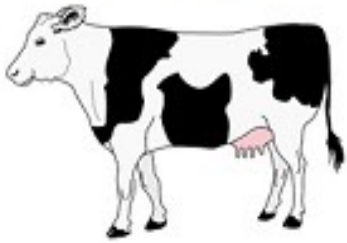


Question marks



Low

Cash cows



Dogs



SALES

(Introduction)

(Growth)

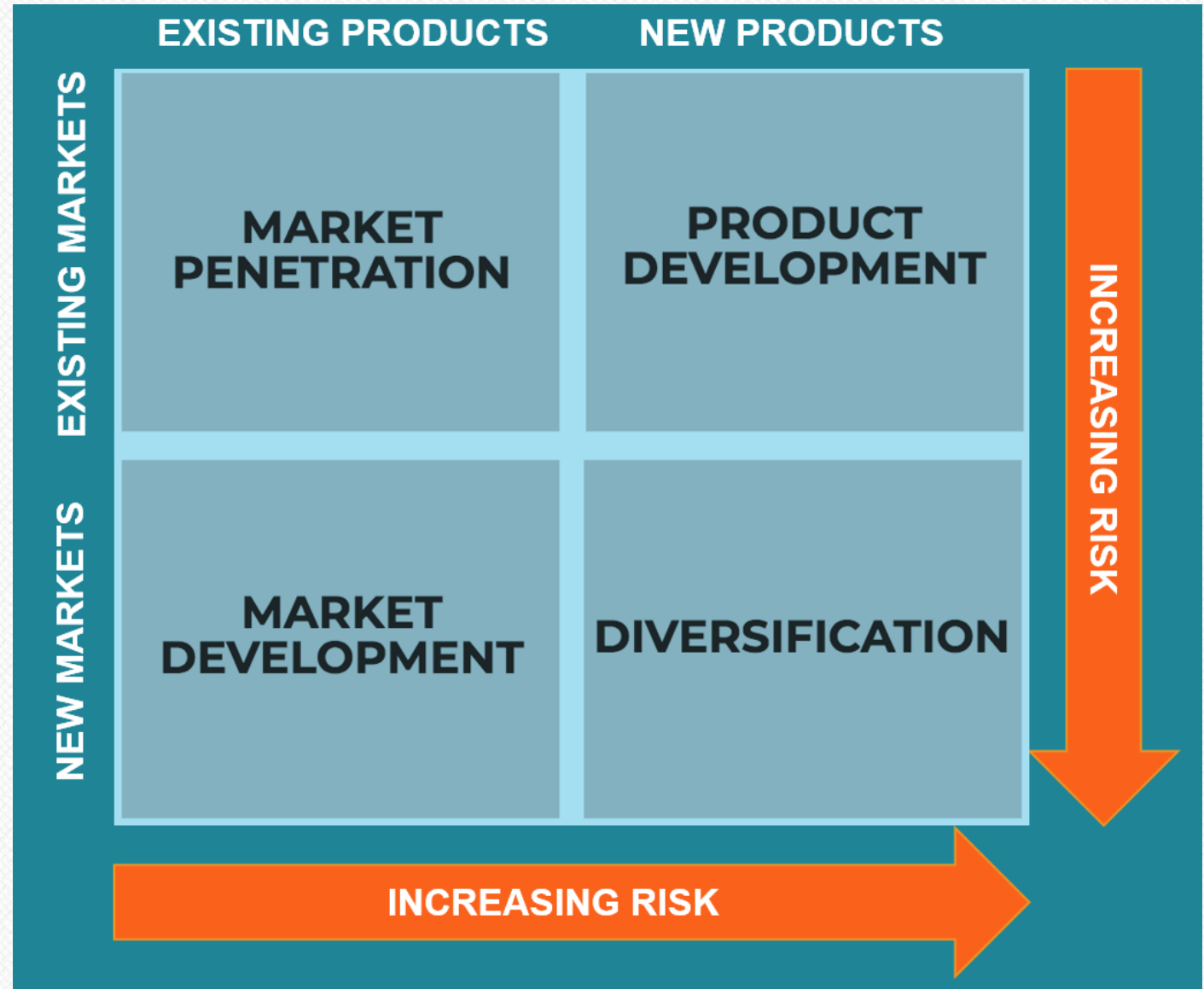
(Maturity)

(Decline)

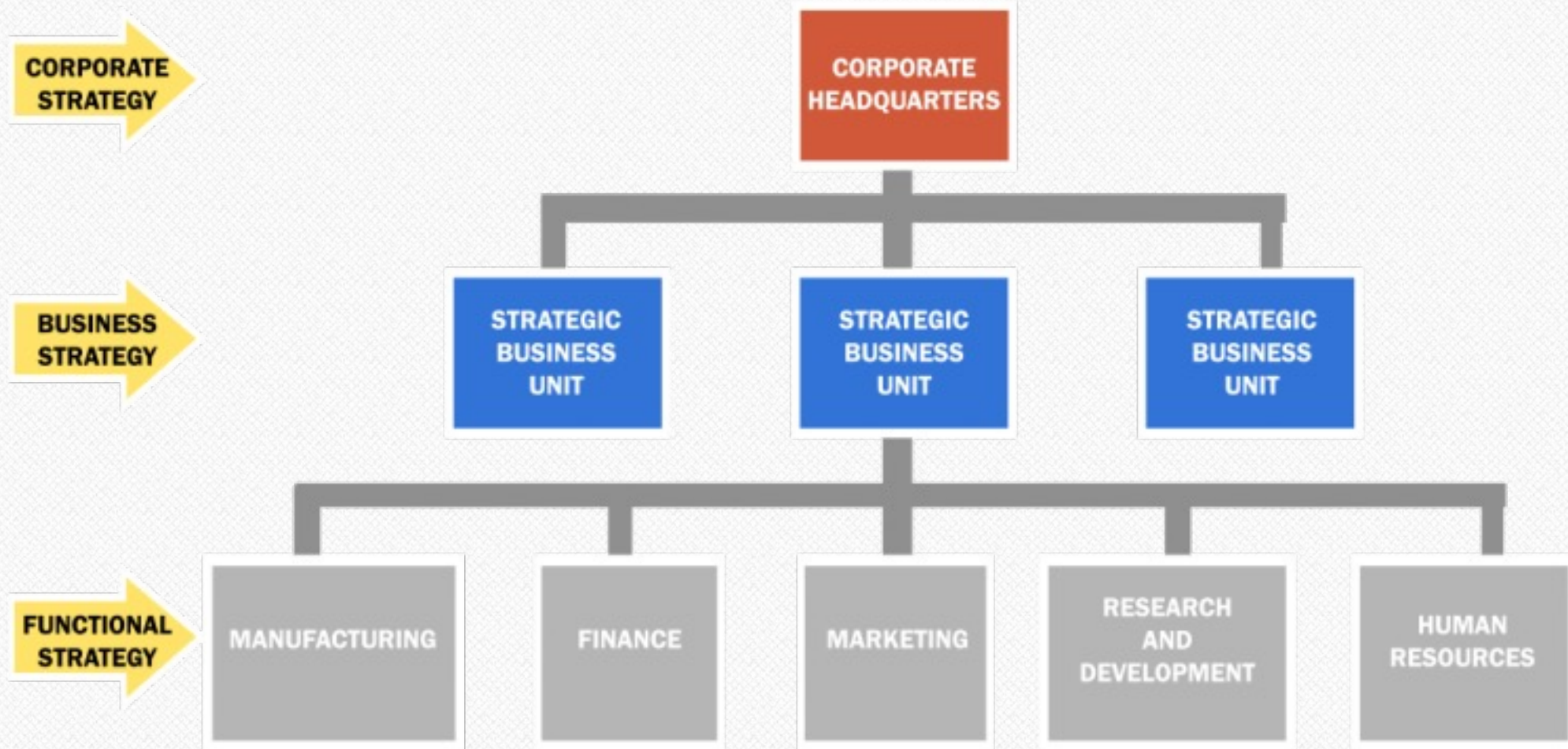
TIME



# Ansoff Matrix







<https://www.business-to-you.com/levels-of-strategy-corporate-business-functional/>





# 1. Corporate Level Strategy:

1. Defines the business areas in which your firm will operate.
2. Involves integrating and managing diverse businesses and realizing synergy at the corporate level.
3. The top management team is responsible.

# Growth Strategy



**Forward**



**Backward**









**Combination  
Strategy**

**1. Sub-contracting**

**2. Cross licensing**

**3. Consortium**

**4. Joint-venture**



# Business Level Strategy





## 2. Business Level Strategy:

Involves defining the competitive position of a strategic business unit.

Decided upon by the heads of strategic business units and their teams



**Business  
Level  
Strategy**

**1. Cost leadership strategy**

**2. Differentiation strategy**

**3. Focus strategy**



# Functional-level strategy





### 3. Functional Level Strategy:

1. Formulated by the functional heads along with their teams.
2. Involve setting up short-term functional objectives.



## Functional-level strategy

1. Product and operation strategy

2. Marketing strategy

3. Financial strategy

4. Human resource management strategy

5. Research and development strategy

# Workshop!





# Thank You

## Strategic Management



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