

Strategic Analysis

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Strategic Analysis Introduction

- ▶ First deciding mission, vision, goal and objectives
- ▶ Scanning of Environment
 1. Internal factor
 2. External factor

Example

- ▶ Harley Davidson



History

- ▶ 1903 by Arthur Davidson



Today

- ▶ Heavyweight & Touring Bikes
- ▶ Has 1500 dealers worldwide
- ▶ Available in 30 Countries
- ▶ Foreign business 18% sale
- ▶ Has 7900 employs.

TWOS

1. By Heinz Wehrich

STRONG POINT

1. Product Quality
2. Strong Market
3. Customer trust
4. Huge Market
5. Innovation
6. Employees
7. Ready to Sale at Low interest
8. Wide Distribution

WEAK POINT

1. Cost
2. Financial stability
3. High Price

OPPORTUNITIES

1. High Demand
2. Availability of Finance
3. Market Growth

THREATS

1. Environment Protection Laws
2. Rise in Petroleum Price
3. Increase labor Cost
4. Excise Duty

TWOS (CONT)

SO Strategy

Focus on Current Market
Called market Penetration Strategy

ST Strategy

Develop new bike low cost
Called Product Development Strategy

WO Strategy

Develop Optimized Oil Consuming Bike
Called Market Penetration Strategy

WT Strategy

Open new Market at low cost
Called Market Development Strategy

Ansoffs Product Market Growth Matrix

New	Product Development	Diversification
Product	Market Penetration	Market Development
Current		
	Current	New