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SELECTED CHAPTERS FROM STRATEGIC MANAGEMENT

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FOREWORD

Strategic management nowadays is an important part of all successful companies. It is implemented not only in large corporations but many elements can be found in small firms. Strategic management presents creation and implementation of new management methods in conditions of changing environment. Strategic management itself cannot guarantee victory on the market but it can offer directions how to be successful. Strategic decisions have big impact on the competitiveness of each organization. Strategic management includes two important words for success in business. Strategic comes from word strategy and it derives from Greek word “strategos”. It means “the art of the general”. Chief executive officers or general managers are persons responsible for planning and executing strategy in the firm. Management is continual process of planning, organizing, leading and control to achieve goals. Top managers are responsible for decisions in strategic issues.

Usually strategy is connecting with long-term period and objectives to achieve. We can define strategy as a theory about how to gain competitive advantages. Strategy describes actions, which lead to meet goals. Strategy is searching to gain and sustain competitive advantage.

We hope that readers will find this book useful.

Authors

TABLE OF CONTENTS

FIGURES	5
TABLES.....	5
1 THE CONCEPT OF STRATEGY AND THE STRATEGY FORMATION PROCESS	6
1.1 DECISION MAKING.....	8
1.2 PLANNING	9
1.3 WHAT IS STRATEGY?.....	12
2 MISSION	21
2.1 THE MISSION OF THE FIRM, PRODUCT, MARKET AND GEOGRAPHICAL SCOPE, IDENTIFICATION OF UNIQUE COMPETENCIES	21
2.2 EXAMPLES FOR VISION, MISSION STATEMENT – DIVERSITY MANAGEMENT	29
3 CORE COMPETENCIES	34
3.1 CORE COMPETENCES	34
4 STRATEGIC THINKING	41
4.1 PRINCIPLES, BARRIERS AND EFFECTS OF STRATEGIC THINKING	41
4.2 STRATEGIC THINKING MODEL	42
5 EVALUATING A FIRM'S EXTERNAL AND INTERNAL ENVIRONMENT	45
5.1 FIRM'S EXTERNAL ENVIRONMENT	45
5.2 MACROENVIRONMENT	46
5.3 INDUSTRY ENVIRONMENT	48
5.4 INTERNAL ENVIRONMENT.....	50
5.5 THE VRIO FRAMEWORK	53
6 STRATEGIC SYNTHESIS	55
6.1 SWOT ANALYSIS	55
6.2 STRATEGIES ACCORDING TO SWOT	57
7 CORPORATE STRATEGIES	58
7.1 BASE OF CORPORATE STRATEGY	58
7.2 VERTICAL INTEGRATION	60
7.3 DIVERSIFICATION	62
7.4 STRATEGIC ALLIANCES.....	66
7.5 MERGERS AND ACQUISITIONS	69
8 BUSINESS STRATEGIES	71
8.1 COST LEADERSHIP	71
8.2 PRODUCT DIFFERENTIATION	73
9 STRATEGY IMPLEMENTATION	76
9.1 FORMULATION AND IMPLEMENTATION	76
9.2 STRATEGY IMPLEMENTATION PROCESS	76
REFERENCES.....	79

FIGURES

Figure 1.1.1 How Decision Making Process Looks Like?.....	9
Figure 1.3.1 How strategy looks like?.....	12
Figure 1.3.2 Connection between Organization Levels and Levels of Strategic Planning..	13
Figure 1.3.3 The Three Big Strategic Questions	14
Figure 1.3.4 Enterprise Risk Management (ERM)	16
Figure 1.1.5 Connection between Risk and Enterprise Risk Management (ERM).....	17
Figure 2.1.1 Characteristics of a Strategic Vision and Mission	23
Figure 2.1.2 Value Chain by M. Porter	24
Figure 3.2.1 Fundamental Components in the Definition of Corporate Strategy	36
Figure 4.3.1 The 10S Strategic Thinking Model.....	42
Figure 5.1.4 Analysis of the Environment	45
Figure 5.1.2 External Environment of the Company	46
Figure 5.3.1 Porter's Five Forces Model.....	48
Figure 5.4.1 Resource Based View	51
Figure 5.5.1 VRIO Framework	53
Figure 6.1.5. SWOT	55
Figure 7.1.6 Corporate Strategies in the Process of Strategic Management	58
Figure 7.2.1 Value Chain in Vertical Integration.....	60
Figure 7.2.2 Three Explanations of when Vertical Integration Can Create Value	62
Figure 7.3.1 Integration a Diversification	63
Figure 7.3.2 Performance and Diversification	63
Figure 8.7.1 Value of the Cost Advantage	73

TABLES

Table 1.2.1 Methods by Types of Changes of Environment.....	11
Table 2.2.1 Determination of Product-market Segments/ Alternative Growth Strategies...	26
Table 3.1.1 How to Build Up a Sustainable Strategy?	37
Table 3.1.2 Role of Self-Confidence, Simplicity, Speed in Sustainable Strategy	38
Table 3.1.3 Sustainable Competitive Advantage – the Five Criteria	39
Table 3.1.4 Survival versus Market Leadership Strategies	40
Table 6.2.1 Strategies According to SWOT Analysis.....	57