

# Contemporary Strategic Management

TOPIC 5:

# STRATEGIC ANALYSIS - INTERNAL ENVIRONMENT <sup>1/2</sup>

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# Internal environment

- factors under the direct influence of organization management

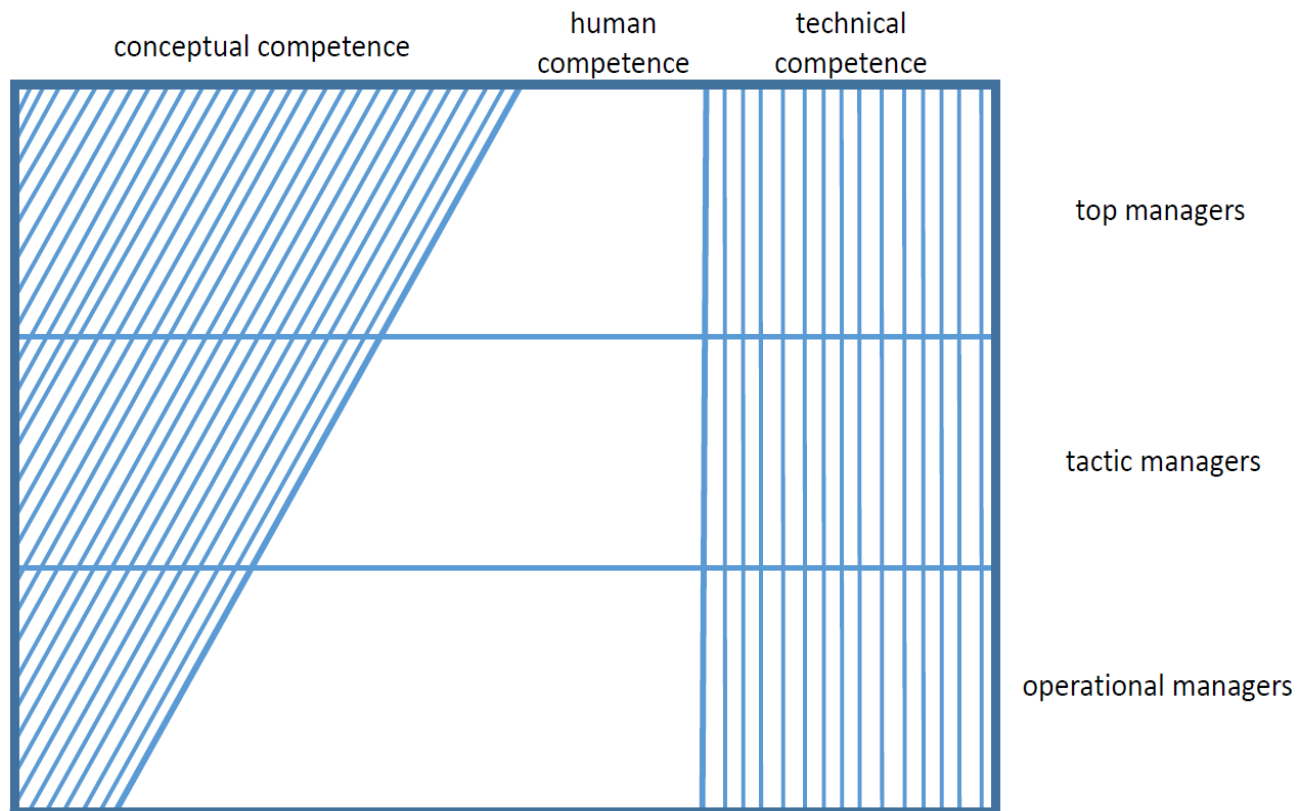
# Strategic analysis of internal environment

- process of identification and evaluation of company factors/sources - strengths/weaknesses
- is mainly processed for already functioning companies (sometimes part of the business plan of the emerging companies – aspects and analyses of external surroundings)

# Areas of analysis

- **Management**

- level of managerial competencies



# Areas of analysis

- **Marketing**

- the adequacy of market segment selection
- competitive market structure, overall and relative market share
- the effectiveness of market research
- the effectiveness of the pricing strategy
- sales efficiency

# Areas of analysis

- **Marketing**

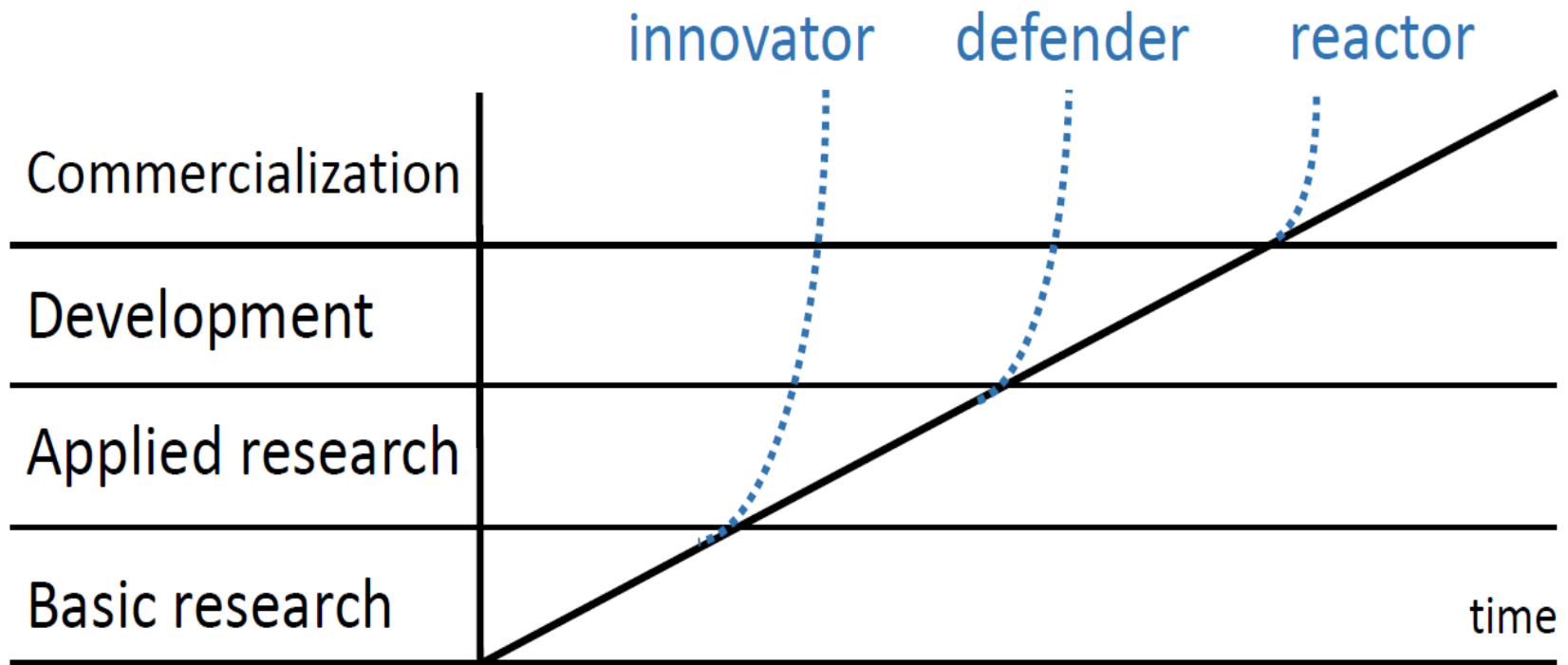
- relationship with key buyers
- the product from the point of view of the so-called marketing mix
- the level and effectiveness of advertising and other marketing tools
- the level and effectiveness of services
- effectiveness of distribution channels

# Areas of analysis

- **Human Resources Management**
  - knowledge society
  - flexibility !!! (external and internal)
  - importance of knowledge as an increasingly important source of wealth of company
  - knowledge assets
  - human resources = the most valuable resource of the organisation at all

# Areas of analysis

- Research and Development





# Areas of analysis

- **Financial factors**
  - liquidity ratios
  - asset management ratios
  - debt management ratios
  - profitability ratios
  - market value ratio

# Areas of analysis

- Value-chain

