



2. STRATEGIC ANALYSIS FOR INTERNATIONAL ENVIRONMENT

- 2.1 Definition of the problem
- 2.2 Division of the company environment
- 2.3 Methods for analysis

2.1 DEFINITION OF THE PROBLEM

- The rules for management of business economics are not limiting by national boarding. 
- It is important to know the international specifics of management. 
- The manager must be able to define the international environment using the tools of strategic analysis (ie. define the relevant indicators of the environment, and then analyze this defined indicators).

2.1 DEFINITION OF THE PROBLEM

- **The manager responsible for expansion must know:**
 - **division of the company environment;**
 - **methods for analysis.**

2.2 DIVISION OF THE COMPANY ENVIRONMENT

- **There are two basic environment of the company:**
 - a) **internal environment;**
 - b) **external environment.**

2.2 DIVISION OF THE COMPANY ENVIRONMENT

- Ad a) Internal environment:
 - it consists of:
 - culture;
 - resources,
 - structure, etc;
 - It is not important to us now.

2.2 DIVISION OF THE COMPANY ENVIRONMENT

- **Ad b) External environment:**
 - **subdivided into:**
 - 1) **micro environment;**
 - 2) **macro environment.**

2.2 DIVISION OF THE COMPANY ENVIRONMENT

- **Ad b1) Micro environment:**
 - immediately surrounds the company;
 - it consists of companies that are in competition with each other and whose products can substitute each other;
 - includes other entities such as suppliers, business customers, etc...

2.2 DIVISION OF THE COMPANY ENVIRONMENT

- **Ad b2) Macro environment:**
 - **creates generally applicable conditions under which the company operates in a given country;**
 - **determines economic, demographic, political, legislative and technical conditions and social policy;**
 - **its part is worldwide;**
 - **is common to all micro environments and therefore to companies.**

2.3 METHODS FOR ANALYSIS

- **Porter's five forces analysis:**
 - **method for the micro environment of a company analysis.**
 - **was created by Harvard Business School professor Michael Porter;**
 - **the method is used to analyze the attractiveness and likely profitability of the sector;**
 - **since its publication in 1979, it has become one of the most popular and highly regarded business strategy tools;**

2.3 METHODS FOR ANALYSIS

- **Porter's five forces analysis:**
 - **this method encouraged the managers to:**
 - **look beyond the actions of their competitors;**
 - **examine what other factors could impact the business environment.**

2.3 METHODS FOR ANALYSIS

- **Porter's five forces analysis:**
 - identifies five forces that make up the competitive environment, and which can erode profitability of the company. These are:
 - supplier power;
 - competitive rivalry;
 - threat of new entry (entry of new companies);
 - strength of customers (buyer power);
 - threat of substitution.

2.3 METHODS FOR ANALYSIS

- **PESTLE analysis:**
 - used to analyse and monitor the macro environmental factors;
 - identifies six factors that may have a profound impact on an organisation's performance. These are:
 - political;
 - economic;
 - social;
 - technological;
 - legislative;
 - environmental.

2.3 METHODS FOR ANALYSIS

- **SWOT analysis:**
 - **this method serves as a summarizing analysis;**
 - **is a framework used to evaluate a company's competitive position and to develop strategic planning;**
 - **assesses internal and external factors (from a positive and negative perspective);**

2.3 METHODS FOR ANALYSIS

- **SWOT analysis:**
 - **SWOT stands for:**
 - **strengths (internal and positive factor);**
 - **weaknesses (internal and negative factor);**
 - **opportunities (external and positive factor);**
 - **threats (external and negative factor).**

THANK YOU FOR YOUR ATTENTION

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