

Theme 4: EVALUATING A CO'S RESOURCES AND CAPABILITIES

THEME GUIDELINES/ OVERVIEW

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This theme discusses the techniques of evaluating an organisation's INTERNAL circumstances – it's resource capabilities, relative cost position and competitive strength versus that of rivals.

The analytical spotlight trains you on 6 questions-

- What are the org's competitively important resources and capabilities?
- Is the org able to take advantage of external opportunities and overcome external threats to its well-being?
- Are the org's prices and costs competitive with those of key rivals, and does it have an appealing customer value proposition?
- Is the org competitively stronger or weaker than key rivals?
- What strategic issues and problems merit urgent managerial attention?
- How well is the organisation's present strategy working?

In probing for answers to these questions, 5 analytical tools – resources & capability analysis, including the VRIO test, SWOT analysis, Value Chain Analysis (VCA), benchmarking and competitive strength assessment will be applied.

All of them are valuable techniques (read: Strategic Tools!) for revealing an org's competitiveness and for assisting managers match their Strategy to the organisation's own particular circumstances.

Keep on Strategizing!

Be safe!