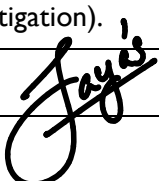


Canterbury Institute of Management (CIM)

ASSESSMENT COVER SHEET



1. Personal Details			
Student ID	Given Name(s)	Surname	Email Address
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Campus	Darwin Campus		
Course Title and Code	MGMT402 Strategic Management		
Assessment Title	Reflective Journal - <i>Week 10</i>		
Due Date & Time	08/12/2024		
Course Lecturer/Tutor Name: Charles Baah		Assessment Word Count (if applicable): 343	
2. Student Declaration			
<p>By signing and submitting this coversheet, I/we declare that:</p> <ul style="list-style-type: none"> ✓ This assessment submission is my/our own work unless otherwise acknowledged (including the use of generative AI tools) and is in accordance with the Institute's Academic Integrity and Honesty Policy available on the website. ✓ No part of this assessment has been submitted previously for advanced standing or academic credit in this or any other course. ✓ I/we certify that we have not given a copy or have shown a copy of this assessment item to another student enrolled in the course, other than members of this group. ✓ I/we are aware that the Lecturer/Tutor of this assessment may, for the purpose of assessing this assessment task communicate a copy of this assessment task to a plagiarism checking service to detect possible breaches of academic integrity, for example, plagiarism, recycling, cheating, contract cheating, or unauthorised use of generative AI (which may then retain a copy of the item on its database for the purpose of future investigation). 			
Signature:		Date:	07/12/24

MGMT402 Strategic Management

Reflective Journal - *Week 10*

Ayesh Jayasekara - CIM12137

What is *Corporate Strategy*

Corporate Strategy is the leadership goals set to achieve sustainable competitive advantage while creating value by defining the mission and vision of a company. This in turn drives the organization business and functional level strategies within the organization providing outlines to arrange themselves around the long-term goals set out by the leadership.

Some key aspects of Corporate Strategy include.,

- Vision & Mission - Defines the core values of how end customers would benefit and the game plan to achieve same
- Competitive Advantage - Defines how the organization would gain an advance standing in terms of market segmentation, quality & quantity over other rivals
- Value Creation - How the organization would create value to their customers, stakeholders

A diversified company has two levels of strategy: business unit (or competitive) strategy and corporate (or companywide) strategy. Competitive strategy concerns how to create competitive advantage in each of the businesses in which a company competes. Corporate strategy concerns two different questions: what businesses the corporation should be in and how the corporate office should manage the array of business units.

(Porter, [2024](#))

Google; Corporate Strategy of Diversification

Google was originally an internet search engine. Back in the day, Google gained popularity by being an early adopter of triple W boom and innovator on how internet resources are found, shared & discovered.

Diversification is a corporate level strategy that defines set goals to explore new market segmentations, penetrating in to new markets and so on. Google is one of the success stories of this strategy evolving from search engine company to mobile operating system developer, cloud service provider, email service provider, online storage provider. Besides, the long list goes

on leaving Google among the most valuable brands and one of the globally recognized brands in the modern world.

Comparatively, lack of diversification by Yahoo (a similar early day search engine company) sealed the fate of themselves, whereas Google's diversification is justified given the global standing.

Bibliography

Porter, M. (2024). From Competitive Advantage to Corporate Strategy [[Online; accessed 08-December-2024]]. <https://hbr.org/1987/05/from-competitive-advantage-to-corporate-strategy>