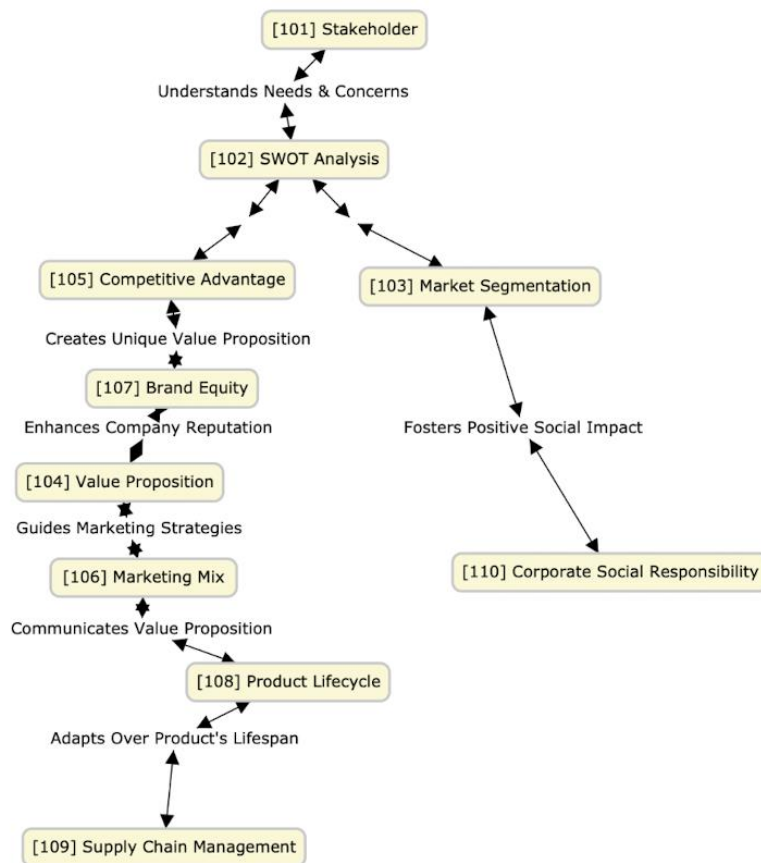


98950

João Andrade Oliveira



The conceptual map illustrates the interconnections between key concepts in business and marketing strategy. It begins with the foundational concept of [101] Stakeholder, representing individuals or groups with an interest in a business's success. Stakeholder engagement leads to an understanding of their needs, which feeds into the [102] SWOT Analysis, a tool for assessing a company's internal strengths and weaknesses, as well as external opportunities and threats.

From SWOT analysis, two main strategies emerge: [105] Competitive Advantage and [103] Market Segmentation. Competitive advantage is achieved by offering a [104] Value Proposition that addresses stakeholder needs better than competitors. Market segmentation tailors this value proposition to specific customer segments.

The [106] Marketing Mix (4Ps) operationalizes the value proposition, determining the product, price, place, and promotion strategies to communicate and deliver it effectively. [107] Brand Equity is essential for sustaining customer loyalty and preference, achieved through consistent delivery of the value proposition.

Throughout the [108] Product Lifecycle, the value proposition must adapt to changing market dynamics. Effective [109] Supply Chain Management ensures the timely and cost-effective delivery of the value proposition to customers.

Lastly, [110] Corporate Social Responsibility (CSR) is integrated into the value proposition to align with stakeholder values and contribute positively to society. This holistic approach to business strategy ensures long-term success and sustainability.