

Corporate Strategy

Sitraka FORLER
Senior Data Scientist



March 2025

Everyday

Corporate Strategy

Final Pres

1. Macro
2. Micro
3. Conclusion

Macro

1. Macro Strat
 - 1.1. 7 questions and statements about the company *
 - 1.2. Porter's Force; Web Spider
 - 1.3. Scope (Market Situation vs competitors) *
 - 1.4. Relative Position (Cost / Tech)
 - 1.5. SWOT *
 - 1.6. Opportunities / Risks *
 - 1.7. Expectations (Income Statement)

*are mandatory

micro

1. Micro Strat (implementation)
 - 1.1. Based on the SWOT define the O and T and speak about your detailed solution
 - 1.2. Agile or Waterfall Method *
 - 1.3. SCHEDULE **
 - 1.4. Release Plan (expected ROI) *
 - 1.5. Risks & Opportunities *
 - 1.6. Negotiations (what type of nego will it be)
 - 1.7. Tech implementation curve (would be great)

**Mandatory

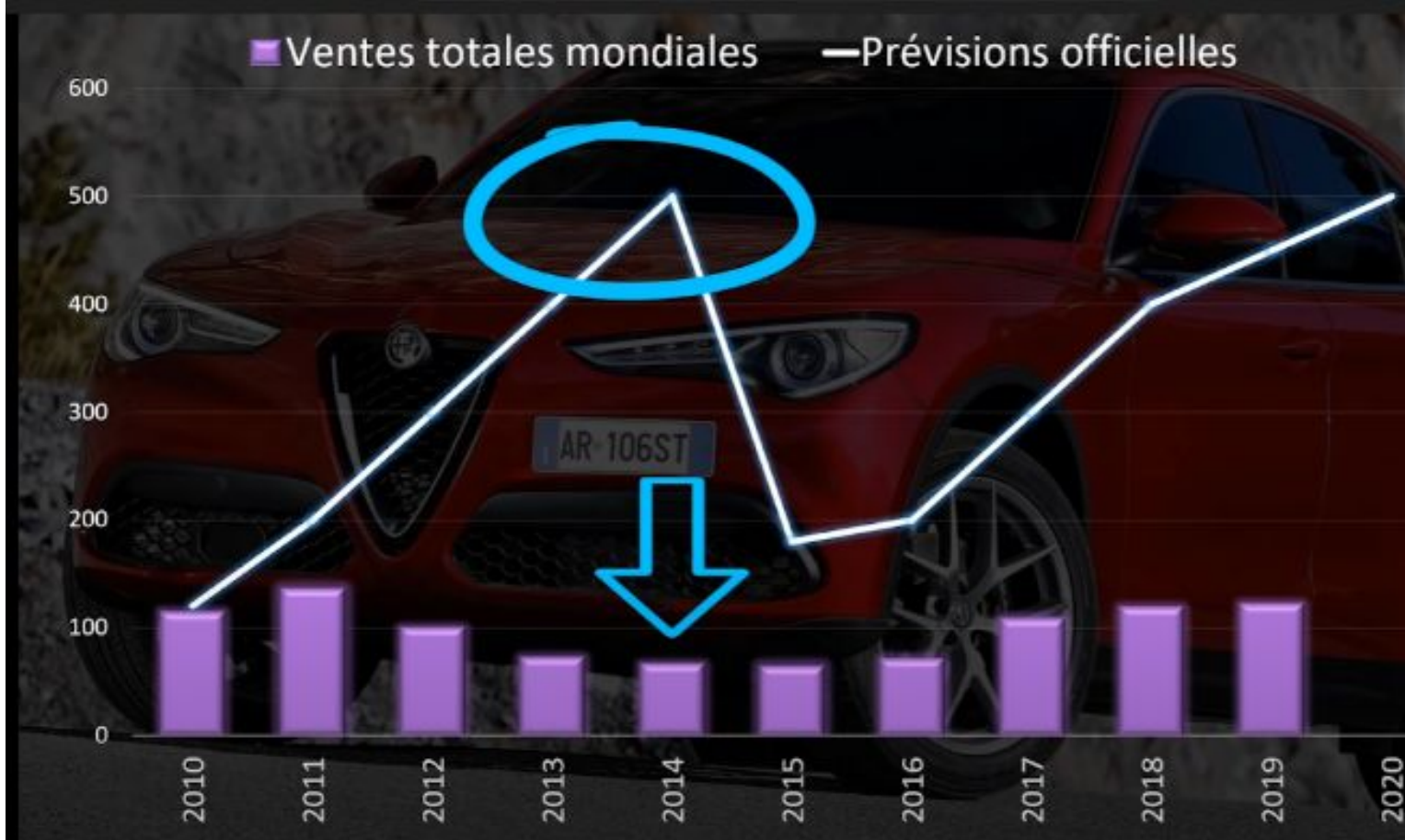
* Could be nice

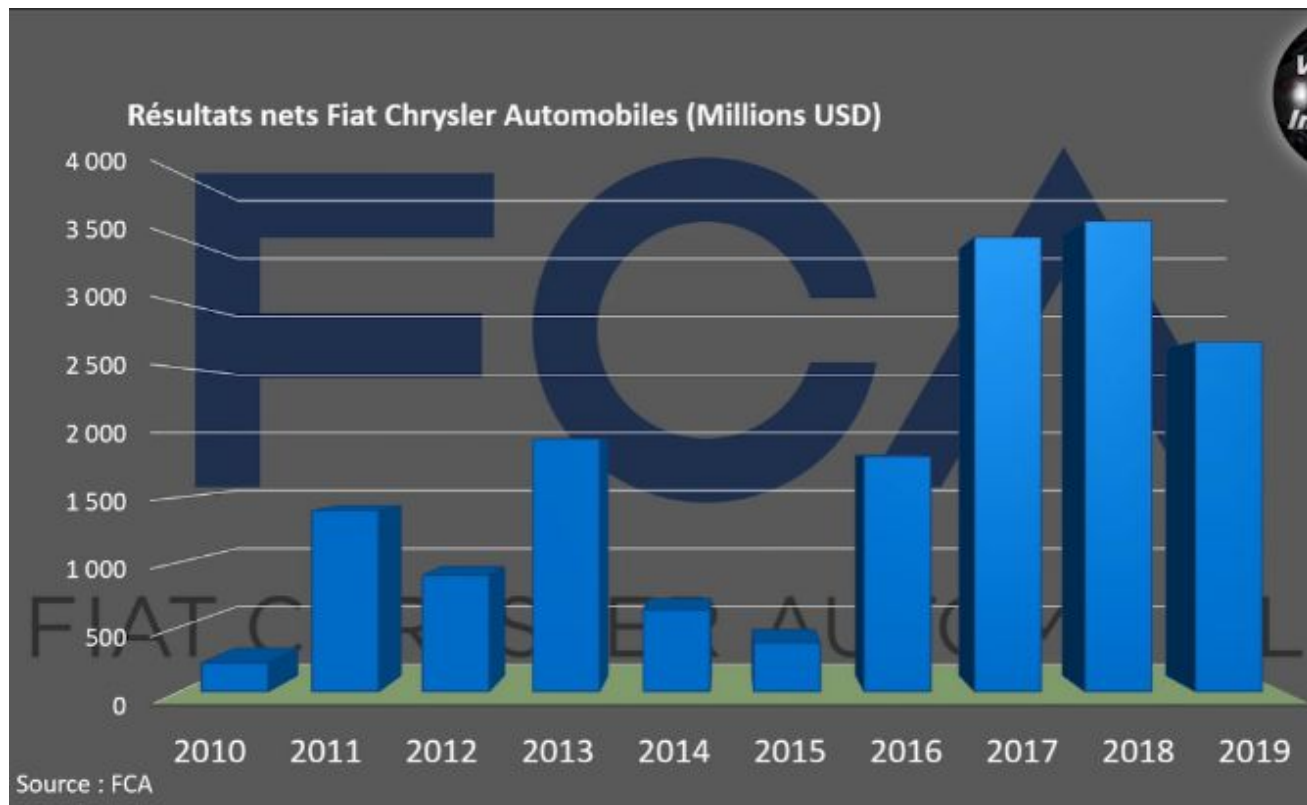
Good Luck

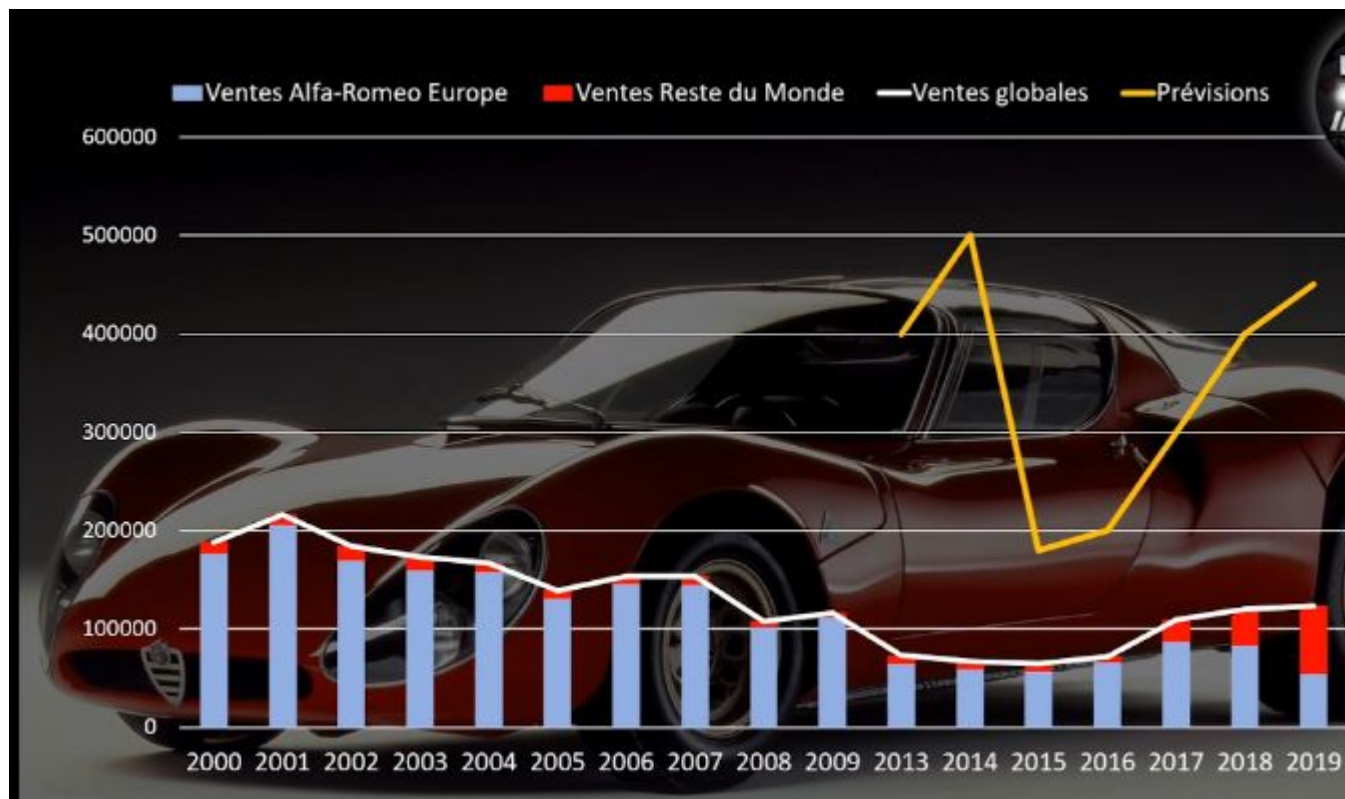
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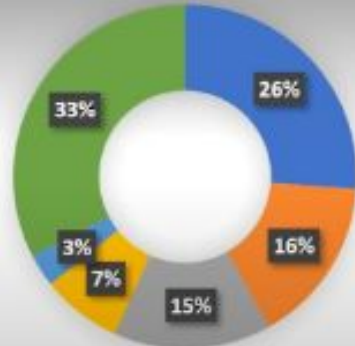




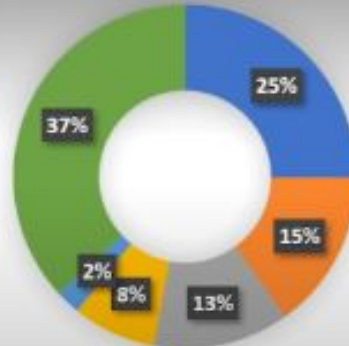
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Pourcentage de ventes marques premium par pays (2019)

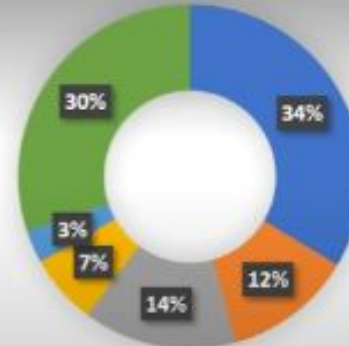
Mercedes-Benz



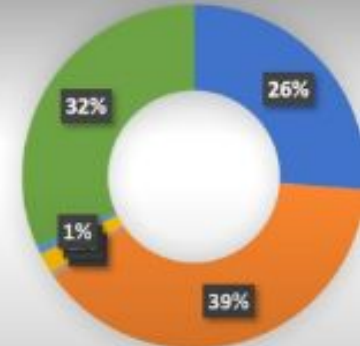
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Audi

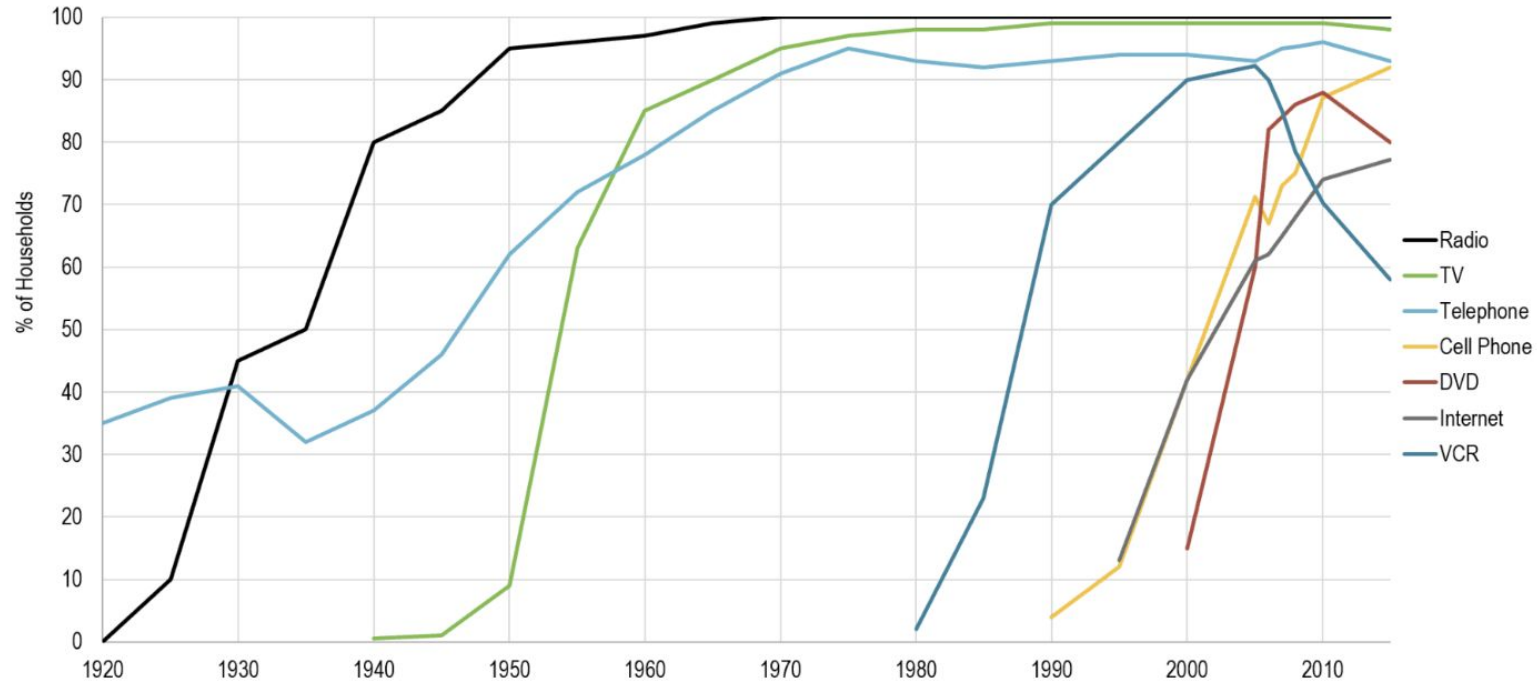


Lexus



■ Chine ■ USA ■ Allemagne ■ UK ■ France ■ Reste du Monde

Source : Marklines.com



US Household Penetration of Telecommunications 1920 2015