

The Business Strategy Examples

This document contains several examples from past students. This includes both On the Mark and Off the Mark examples. All examples are annotated with instructor's feedback.

On the Mark Example 1

Business Strategy of Microsoft:

Microsoft's business strategy revolves around its mission to empower every person and every organization to achieve more. Microsoft focuses on several critical elements in its business strategy to achieve this.

1. **Cloud First, Mobile First:** Microsoft emphasizes a cloud-first and mobile-first approach, offering a wide range of cloud-based services and applications that seamlessly work across devices and platforms.
2. **Platform and Ecosystem Integration:** Microsoft aims to create a cohesive ecosystem of products and services that integrate seamlessly with each other, providing a unified experience for users across Windows, Office 365, Azure, Xbox, and more.
3. **Intelligent cloud:** Microsoft is investing heavily in its intelligent cloud platform, which is a suite of cloud-based services that help businesses to build, run, and manage their applications. This is a key area of growth for the company, and it is well-positioned to be a leader in this market.
4. **AI and Data-Driven Solutions:** Microsoft heavily invests in artificial intelligence (AI) and data-driven technologies to enhance its products and services, enabling more intelligent, personalized user experiences.
5. **Inclusive Design:** Microsoft emphasizes inclusive design principles, ensuring its products and services are accessible to people of all abilities and backgrounds.

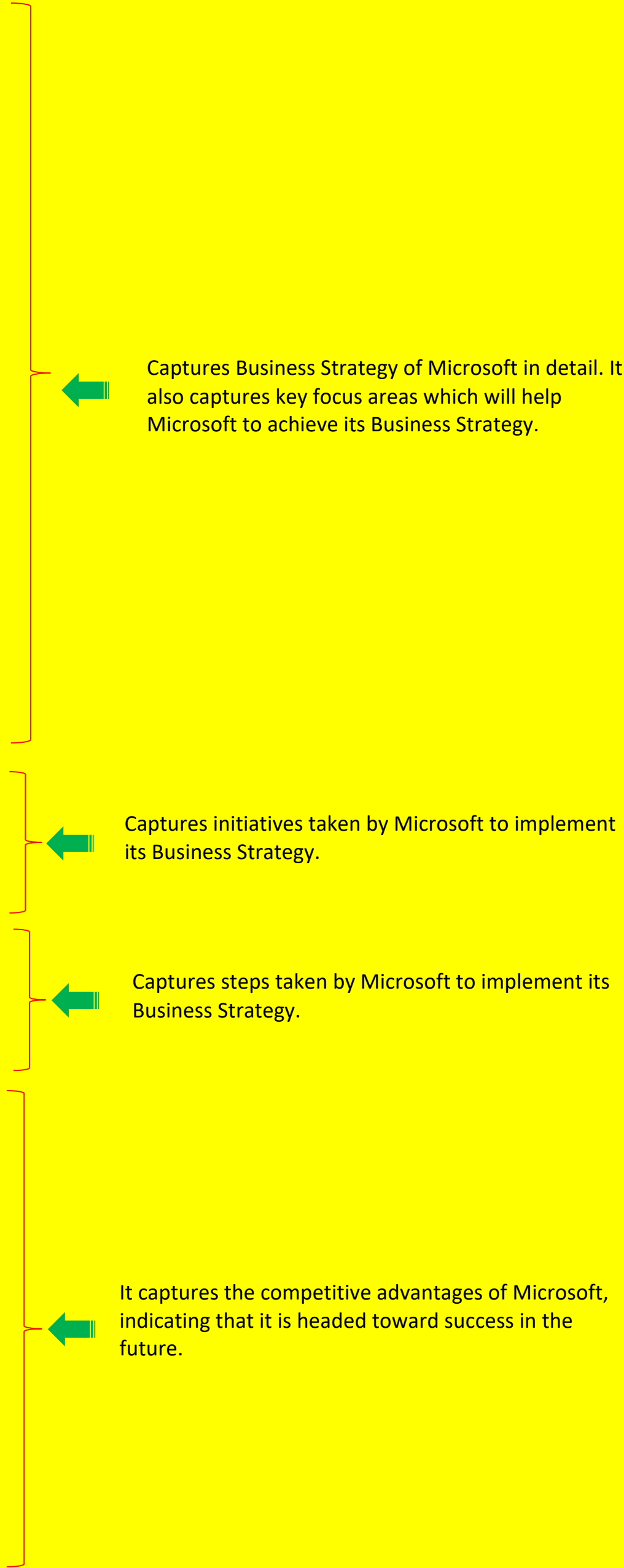
The future of Microsoft is likely to be shaped by several key trends and initiatives like Cloud Computing Dominance, AI-Powered Solutions, Mixed Reality and Gaming (HoloLens and Xbox), Focus on Collaboration and Productivity, Cybersecurity, and Privacy.

Microsoft will achieve its future goals through strategies like Continued Innovation, Strategic Acquisitions, Partnerships, Ecosystem Expansion, and a Customer-Centric Approach.

Microsoft is poised to win due to several competitive advantages:

1. **Strong Brand Recognition:** Microsoft's long-standing presence and strong brand recognition give it a competitive edge in various markets.
2. **Diverse Product Portfolio:** Microsoft's broad portfolio of products and services allows it to cater to a wide range of customer needs across different industries.
3. **Enterprise Trust:** Microsoft's reputation as a trusted enterprise partner gives it a significant advantage in winning enterprise contracts and partnerships.
4. **Cloud Leadership:** As a leading cloud provider, Microsoft's Azure platform positions it well to capitalize on the growing demand for cloud services.
5. **Focus on Accessibility and Inclusion:** Microsoft's commitment to inclusive design and accessibility fosters positive sentiment among customers and stakeholders.

Why is this On the Mark?



On the Mark Example 2

Business Strategy of Google

Google's business strategy centers around organizing the world's information, making it universally accessible and helpful. Google focuses on several critical elements in its business strategy to achieve this.

- 1. **Innovation:** Google is constantly innovating, both in terms of its products and services, and in its business model. This has allowed the company to stay ahead of the competition and continue to grow.
- 2. **Diversification:** Google has diversified its product and service offerings into a wide range of areas, including search, advertising, cloud computing, hardware, and artificial intelligence. This has helped the company to reduce its reliance on any one area and to grow its revenue base.
- 3. **Global reach:** Google is a truly global company, with operations in over 60 countries. This gives the company a large and growing market to sell its products and services to.
- 4. **Data-driven decision-making:** Google makes extensive use of data to make decisions about its products, services, and marketing campaigns. This data-driven approach has helped the company to improve its products and services, and to target its marketing campaigns more effectively.
- 5. **Open Source Contributions:** Google actively contributes to the open-source community, fostering collaboration and technological advancements that benefit the wider industry.

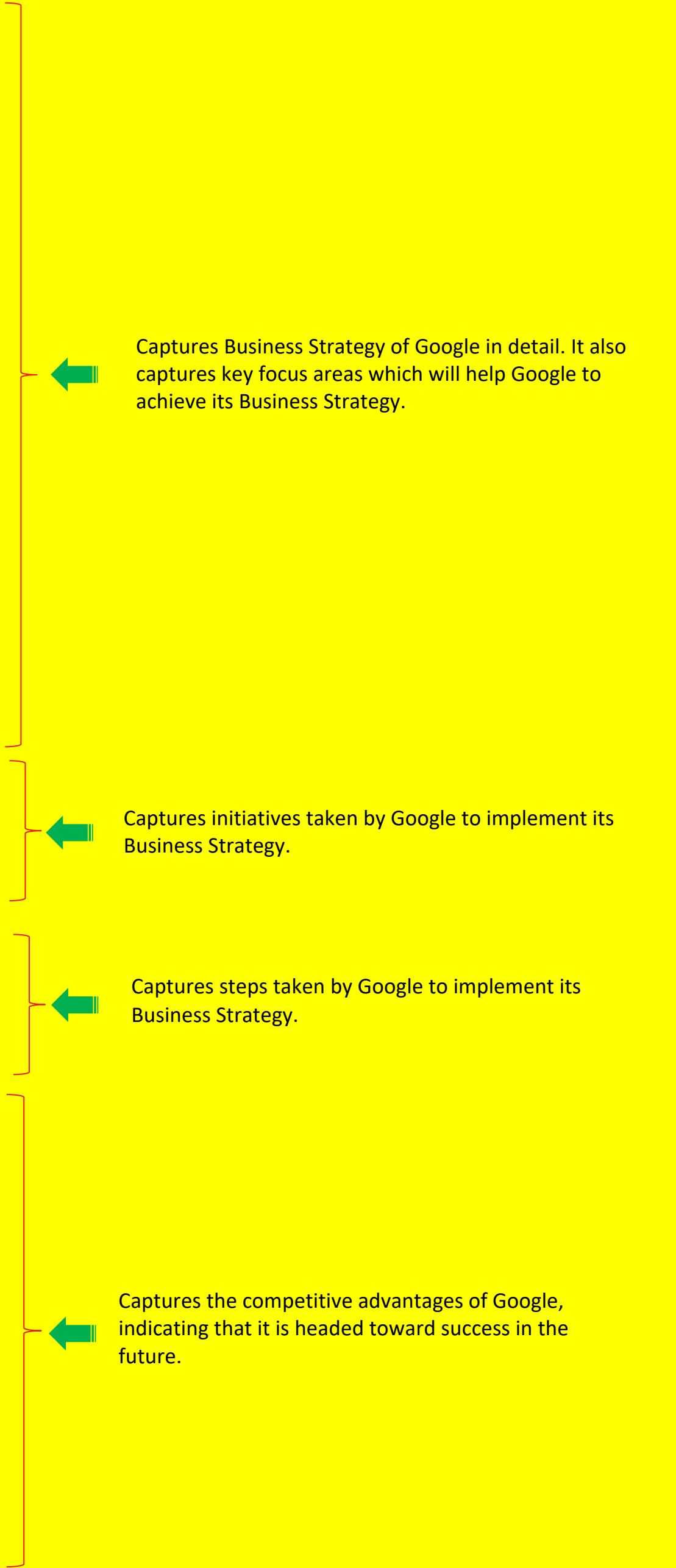
The future of Google is likely to be shaped by several key trends and initiatives like AI and Machine Learning Advancements, Smart Home and IoT, Cloud and Enterprise Solutions, Healthcare and Life Sciences, and Content and Media.

Google will achieve its future goals through strategies like Continued Innovation, Strategic Acquisitions, Global Expansion, Ecosystem Integration, Partnerships and Collaborations.

Google is poised to win due to several competitive advantages:

- 1. **Brand Recognition:** Google's brand is synonymous with internet search, giving it unparalleled recognition and user trust.
- 2. **Data and User Insights:** Google's vast user data and analytics capabilities enable it to offer personalized experiences and targeted advertising, attracting advertisers and marketers.
- 3. **Innovation Leadership:** Google's continuous innovation in search algorithms, AI, and other technologies keeps it at the forefront of the digital landscape.
- 4. **Diverse Revenue Streams:** Google's revenue streams from advertising, cloud services, and other businesses create a varied and stable financial foundation.
- 5. **Robust Ecosystem:** Google's product, service, and platform ecosystem creates user stickiness and fosters cross-platform engagement.

Why is this On the Mark?



Off the Mark Example 1

Business Strategy of Tesla

Tesla strengthened its business model after establishing its brand and producing and delivering its prototype car to customers. Tesla's business strategy is built on a three-pronged strategy for selling, providing service, and charging its electric cars. Their strategy is to accelerate the advent of sustainable transport by bringing compelling mass-market electric cars to market as soon as possible.

Why is this Off the Mark?

Tesla's energy products, including solar panels and energy storage solutions, will become increasingly important in the transition to sustainable energy solutions for homes, businesses, and grids. But Energy Storage and Sustainable Solutions is just a part of their business strategy. Tesla also aims to be the leader in the electric vehicle market by producing high-quality, innovative, and sustainable electric cars. Tesla's strategy also involves vertical integration, where it designs, manufactures, and sells its own vehicles and battery technology.

Off the Mark Example 2

Business Strategy of Adobe

Adobe’s strategy is divided by their three main product lines. They aim to unleash creativity through Adobe Creative Cloud by empowering the world with content-first, task-based creativity. And they are going to accelerate document productivity with Adobe Document Cloud service. Adobe Document Cloud will deliver task-based document verbs to satisfy explosive organic demand. And it will proliferate e-signatures by integrating into Acrobat across all surfaces. Lastly, they set a strategy to power digital businesses through Adobe Experience Cloud. Adobe Experience Cloud will integrate AI-enabled applications and services.

Why is this Off the Mark?

Captures main strategy of Adobe. However, it doesn’t capture how Adobe will get there. What steps Adobe is taking to implement its strategy. It also doesn’t capture the competitive advantages of Adobe, indicating that it is headed toward success in the future. For example Adobe’s Creative Cloud is a dominant suite of creative tools, and its products are widely adopted by professionals and enthusiasts worldwide.