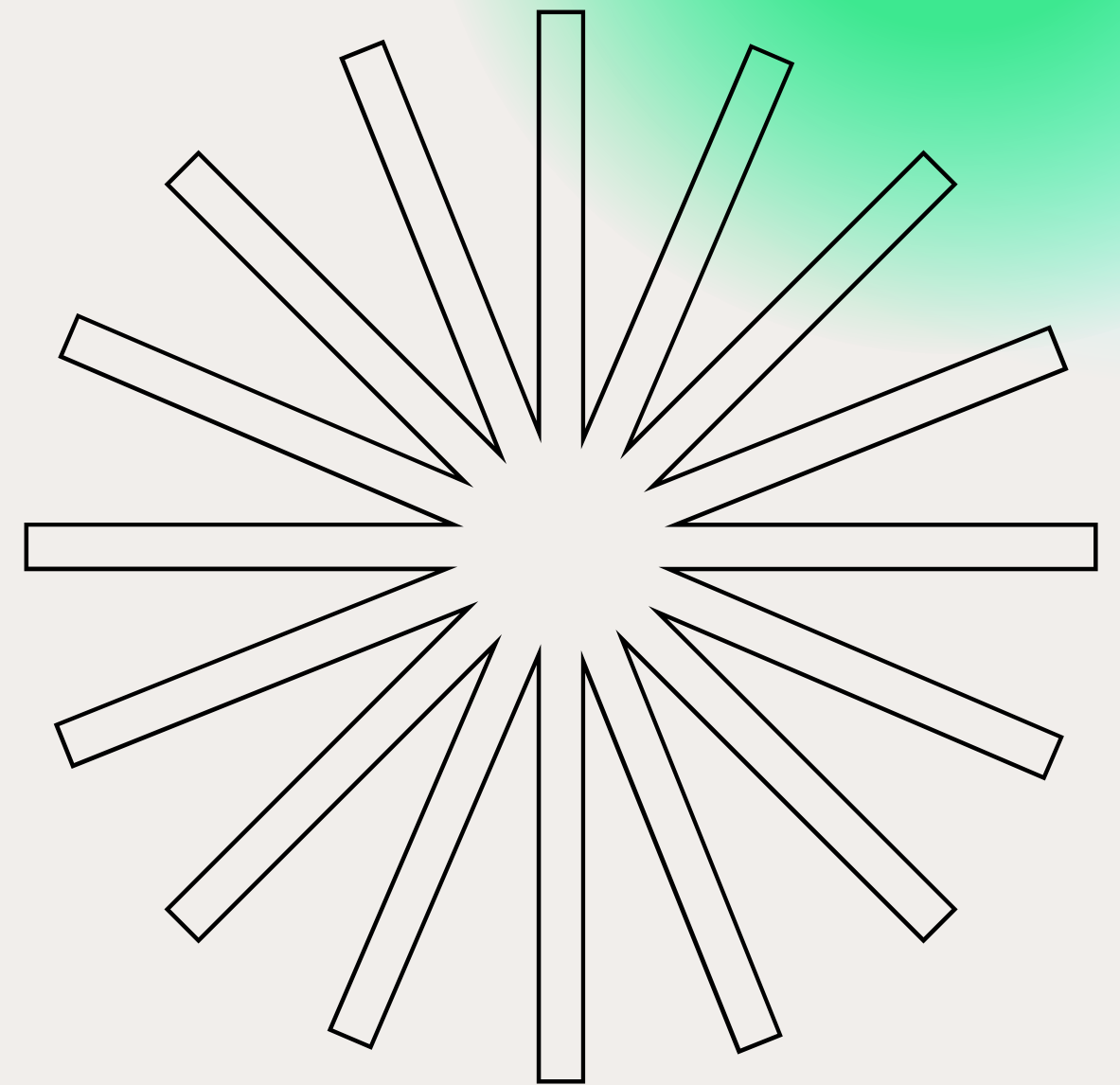

Business strategy

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CONTENT

- Introduction to strategy frameworks
- SWOT analysis



A strategic planning framework is a valuable tool that enables you and your team to focus on specific aspects of your strategic plan. The breadth of a strategic plan can be overwhelming, covering various elements such as the current state, desired objectives, and the path to achieving them. However, a strategic planning framework provides a structured approach to tackle these complexities



Strategic frameworks

Here is a compilation of commonly used frameworks and models:

- 1.Alignment model
- 2.Balanced scorecard (BSC)
- 3.Basic model
- 4.Blue Ocean Strategy
- 5.Gap planning
- 6.Inspirational model
- 7.Issue-Based or Goal-Based Model
- 8.Organic model
- 9.PEST model
- 10.Porter's Five Forces
- 11.Real-Time model
- 12.Scenario model
- 13.Strategy mapping
- 14.SWOT analysis or SWOT Matrix
- 15.VRIO Framework

SWOT analysis

strengths

- what do we do well
- characteristics that give advantages over the competitors

weaknesses

- what can we improve
- characteristics that put a disadvantage over the competitors

opportunities

- elements of external environment to improve processes and performance

threats

- elements of external environment that could endanger the business

IKEA SWOT analysis

strengths

- 1.Knowledge of consumer needs
- 2.Continuous use of innovation to reduce costs
- 3.Brand reputation and market presence

weaknesses

- 1.Quality reduction
- 2.Standard products

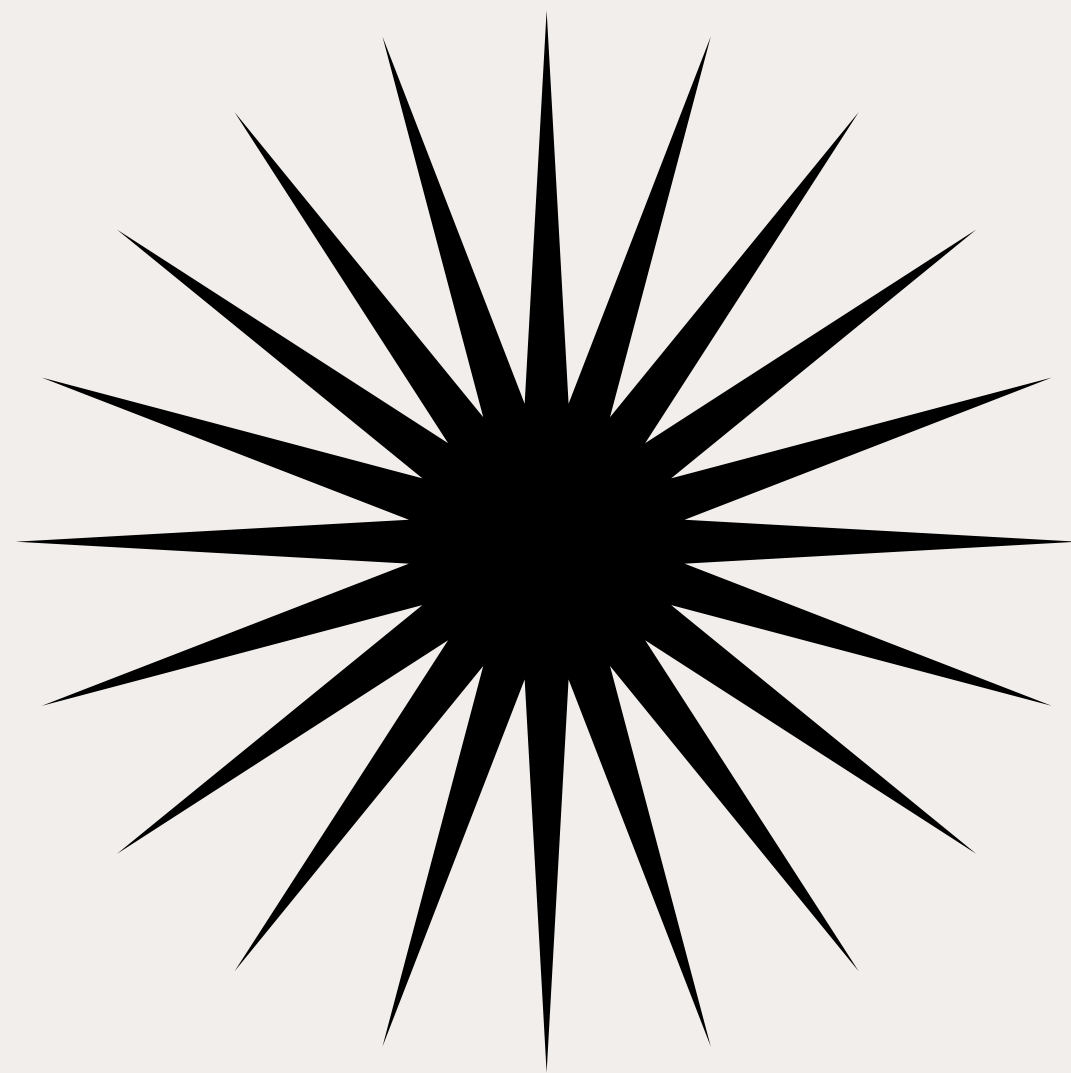


opportunities

- 1.Further expansion into developing countries
- 2.Online sales growth
- 3Entering the growing grocery market

threats

- 1.Increased competition
- 2.Growth of average consumer income



**Thank you for
your attention!**