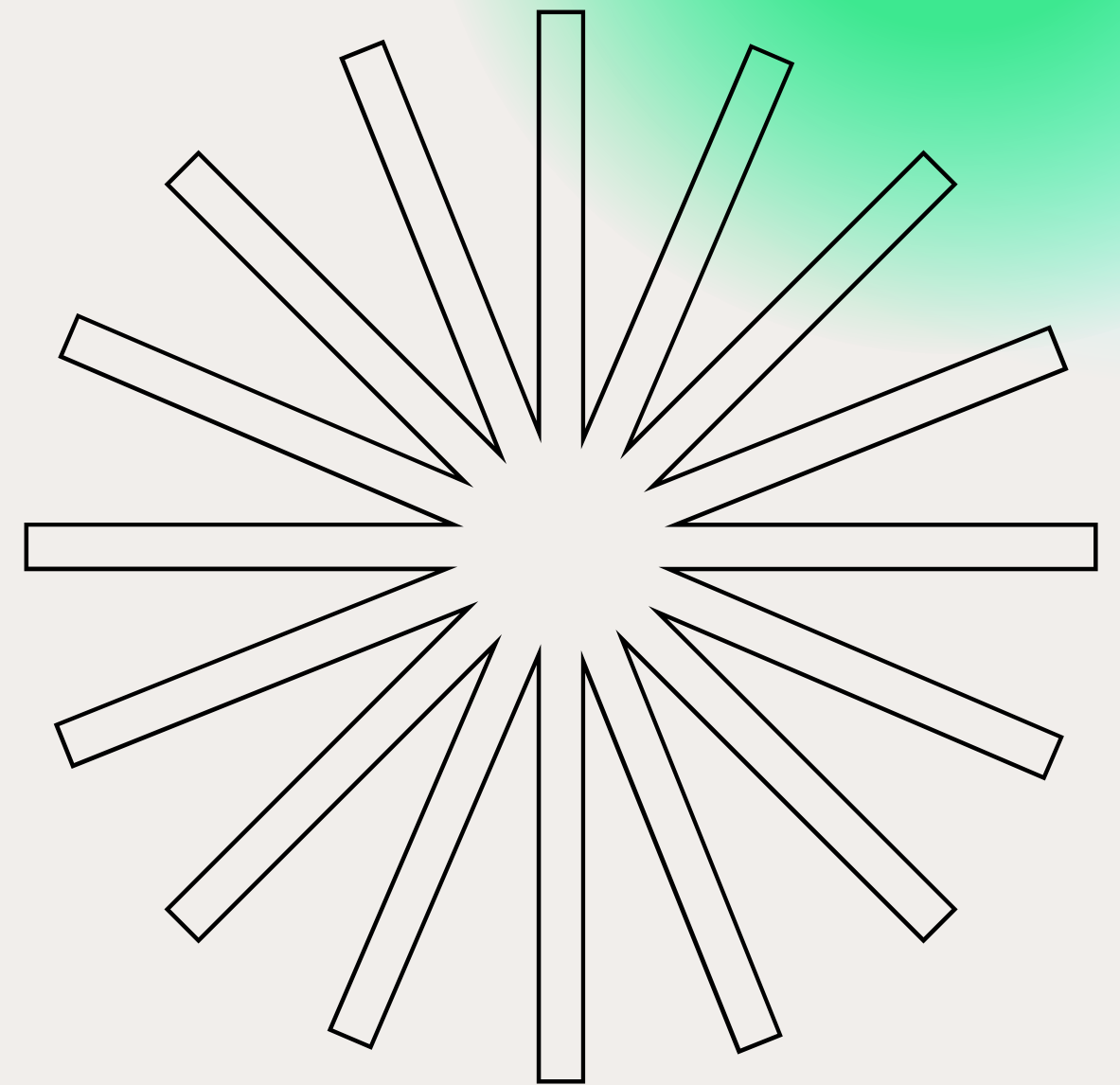

Business strategy



CONTENT

- Types of business strategies
- Tactics of business development



I.

A business strategy is a document that describes the company's development plan in the medium and long term.

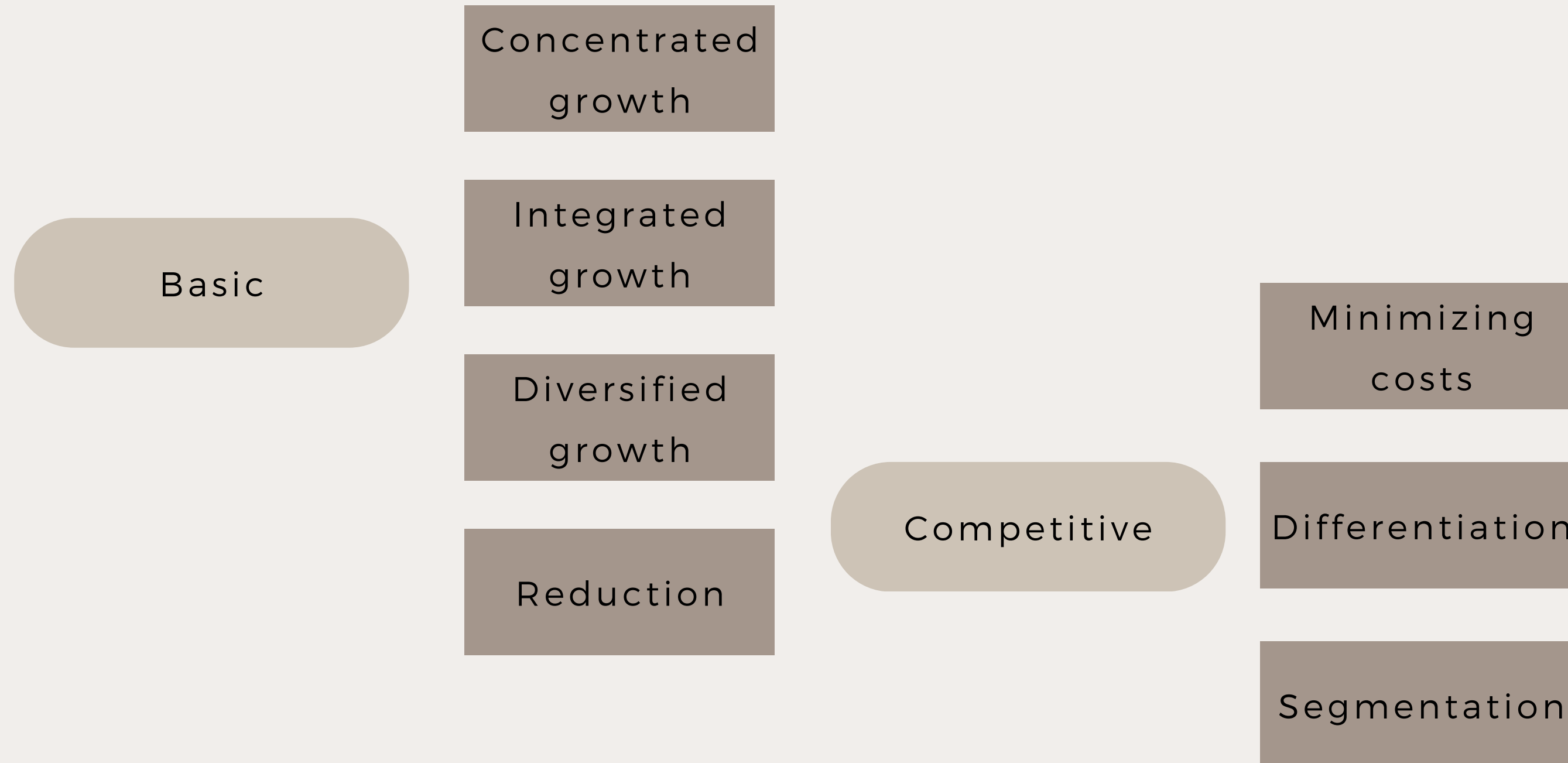
There are many types of business strategies, but they are all:

- They are based on the analysis of the external and internal environment
- They are aimed at achieving a specific goal
- They represent a plan of measures to achieve it
- They determine the key indicators by which the success of the company's activities can be assessed

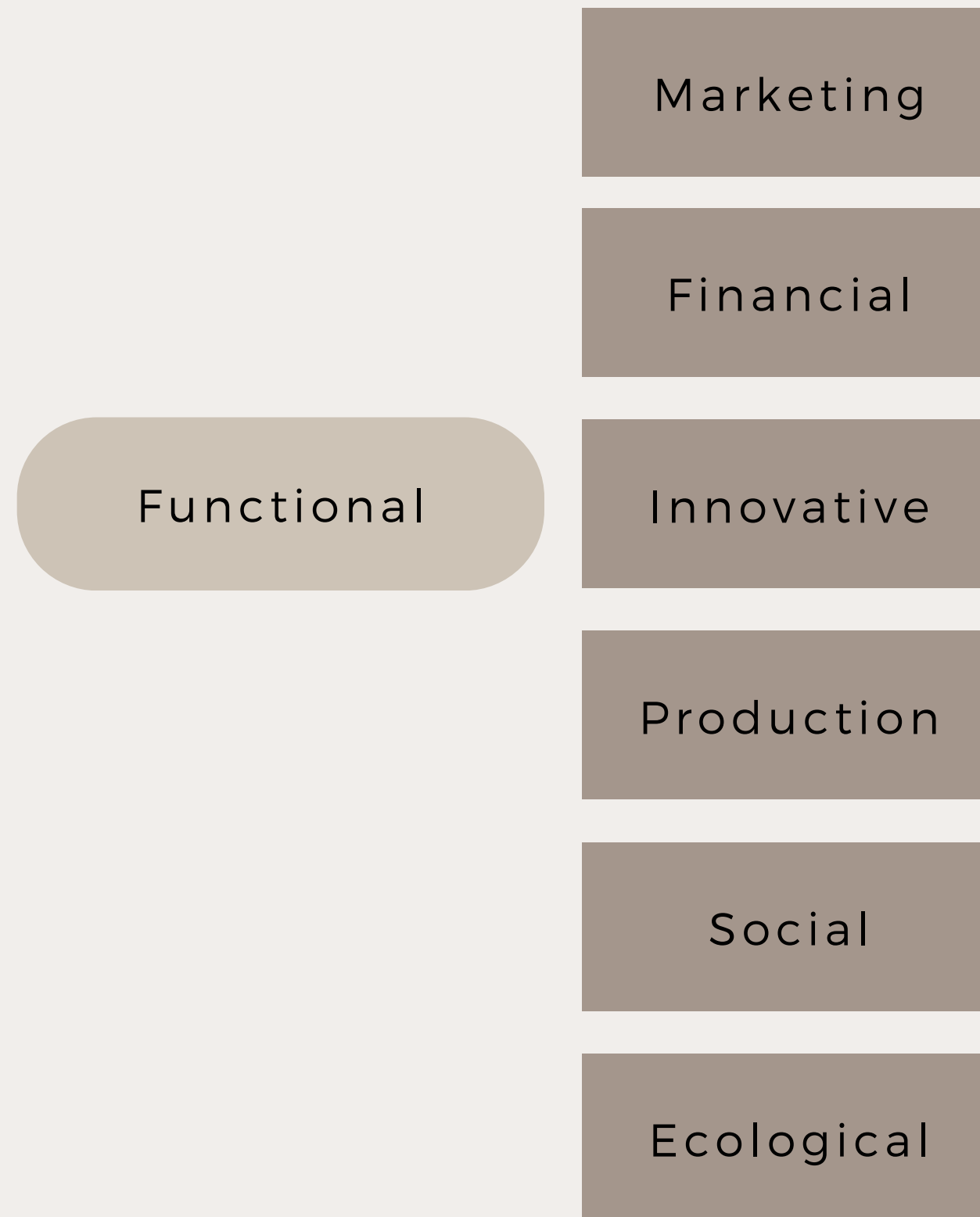
II.

The strategy is developed in order to choose priority areas of development, to determine the methods of management of the organization. It allows managers and employees to understand the prospects and plan tasks for each department of the company

Varieties of development strategies



Varieties of development strategies



Types of business strategy

1. Strategy of concentrated growth

The strategy of concentrated growth is focused on the company's products and their improvement. This strategy recommends focusing on the development of goods and services offered to the market

2. Integrated Growth Strategy

This strategy is based on the development of the company in the external environment: the opening of new sales offices, expansion into new markets, the "absorption" of competing companies, and the like

3. Diversified Growth Strategy

A diversified strategy of a business organization implies risk reduction, i.e., as a rule, this is expressed in the development of several directions by the company at the same time, each of which may not be strongly connected with the others

4. Reduction strategy

The strategy of reducing and optimizing production stocks will help. In the context of this strategy, everything that does not directly affect profits is subject to reduction

Business strategy development

The choice of a business strategy is determined by a number of factors:

1. Location
2. Market type
3. Partners
4. Owner's plans
5. Resources
6. Risks



Risks

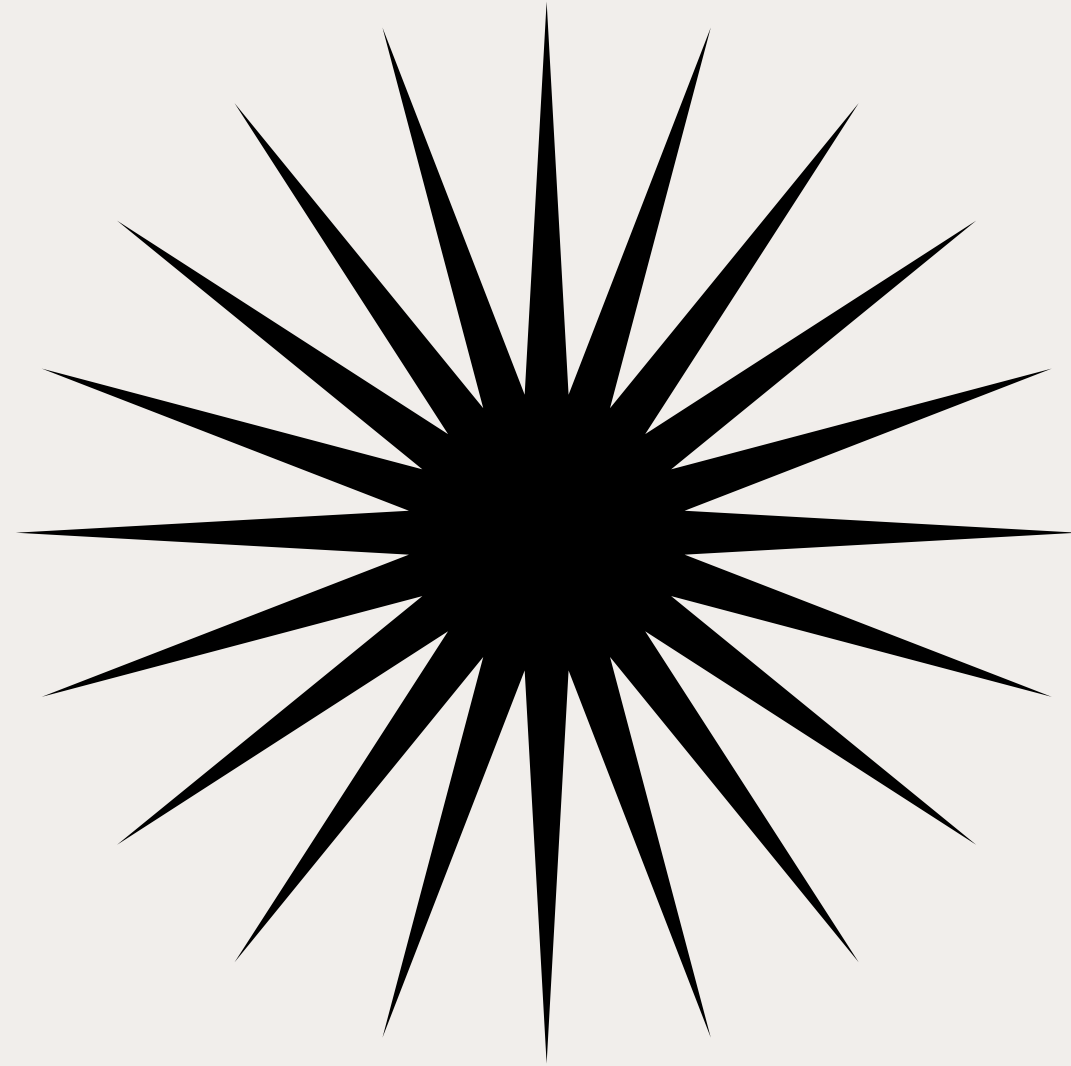
- changes in the country's politics and economy
- inability to recoup production costs
- over saturation of the market with products
- more favorable offers from competitors
- quality reduction due to violation of standards
- errors in contracts
- poor customer service



Examples of business development activities

- Development of a selling website
- Contextual and /or targeted advertising
- SEO blog
- Attending industry conferences and events;
- Personalization





**Thank you for
your attention!**