**TABLE OF CONTENTS.**

|  |  |  |
| --- | --- | --- |
| **Table No** | **Table Description** | **Page No.** |
| Chapter 1 | Introduction | 3 |
| Chapter 2 | Environmental Scanning | 4 |
| Chapter 3 | Organizational Analysis | 7 |
| Chapter 4 | Strategic Options | 17 |
| Chapter 5 | Conclusion |  |

**LIST OF FIGURES**

****

|  |  |  |
| --- | --- | --- |
| **Figure No.** | **Figure Description** | **Page No.** |
| 1.1 | Methodology | 2 |
| 1.2 | Limitations | 3 |
| 2.1 | Sociocultural Factors | 3 |
| 2.1.2 | Technological Factors | 4 |
| 2.1.3 | Economical Factors | 4 |
| 2.1.4 | Ecological Factors | 5 |
| 2.1.5 | Political Factors | 5 |
| 2.2 | Industry Analysis | 6 |
| 2.3 | Industry Matrix | 7 |
| 2.4 | Opportunities & Threats | 7 |
| 2.4.1 | Oppartuntities | 8 |
| 2.4.2 | Threats | 8 |
| 3 | Organizational Analysis | 8 |

|  |  |  |
| --- | --- | --- |
| **Figure No.** | **Figure Description** | **Page No.** |
| 3.1 | Vrio Frameword | 8 |
| 3.1.1 | Value | 9 |
| 3.1.2 | Rare | 9 |
| 3.1.3 | Imitability | 10 |
| 3.1.4 | Organization | 10 |
| 3.2 | Value-chain Analysis | 10 |
| 3.2.1 | Primary Activities | 11 |
| 3.2.2 | Support Activites | 13 |
| 3.3 | Organizational Structure | 14 |
| 3.4 | Strategic Marketing Issue | 15 |
| 3.5 | Strengths & Weaknesses | 16 |
| 3.5.1 | Strengths | 16 |
| 3.5.2 | Weakness | 17 |
| 4.1 | Swot Analysis Table | 17 |
| 4.2.1 | Differential Strategy | 17 |
| 4.3 | Corporate Strategy | 18 |
| 4.3.1 | Growth Strategy | 18 |
| 4.4 | Functional Strategy | 19 |
| 4.4.1 | Marketing | 19 |
| 4.4.2 | Financial | 19 |
| 4.4.3 | Human resources management | 19 |
| 4.4.4 | R&D Strategy | 20 |
| 4.4.5 | Logistics | 20 |
| 4.4.6 | Operational | 20 |
| 4.4.7 | Purchasing | 20 |