Method of Analysis and Diagnosing Corporate Capabilities: Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile

Resources were of strategic importance in organizational analysis. They can;

Available resources: Resources are developed across the organization's various functions. They are material, human, financial and intellectual resources.

Threshold resources: There is a need to stay in the business. Their need tends to rise over time.

Unique Resources: They are valuable, scarce, irreplaceable, and expensive to imitate.

The resource development assessment is used to judge:

- The need to change existing resources to reach the threshold level to stay in business.
- Unique resource requirements to conserve strategic resources.
- A mixture of unique resources and core competencies. It is used for a strategic advantage again. This is the desired formula.
- A blend of unique resources and threshold efficiencies. Unique resources to invest in career activities that provide core competencies are freed.
- A mixture of threshold resources and primary competitors. More resources are being deployed in career activities that provide primary competitors.
- Integration of threshold resources and threshold efficiencies. Environmental changes made the resource base redundant. These resources are eliminated. This is the worst case scenario.

The main purpose of the analysis of strategic planning is to identify the main opportunities and threats facing the business unit in the future and to identify the skills through which a strategic intelligence plan can be developed to exploit opportunities and negotiate threats. Hoover and Schindel felt that the main weakness of GE's business screen was that it had not effectively portrayed the positions of new companies that had just begun to grow in new industries. They proposed in 1975 that changes in basic competitive competitions were easier to achieve at certain stages than the development of the industry than others. The Boston Consulting Group also alluded to this by assuming that market growth was life-related and was used as a single hub in a matrix. The competitive center / market development matrix was developed in the late 1970s by Charles W. Hoover and Dan Schindel.

This method takes into account the main factors that influence organizational performance. Information on major factors is generally gathered after a series of discussions and surveys on meetings. Answers in each functional area are closely examined with a view to assessing key factors. The relative influence of each factor (positive or unfavorable) on a given result is also studied using mathematical models.

Hoover and Schindel developed this technology to conduct a comparative analysis of the company's resource deployment position and focus efforts with competitors' efforts. Technology first requires preparing a matrix of functional areas with common characteristics. For example focusing on financial expenditures, material resources, regulatory systems, and technological capacity.

Second, a matrix is prepared that shows the deployment of resources and the focus of efforts over a period of time. This profile explains how the main career areas stand in relation to one another and compared to competitors in terms of deploying resources and focusing efforts in each functional area.

The matrix can be shown as follows: The matrix provides data related to the deployment of resources in different functional areas over a period of time. It also shows how the focus of efforts changed over a time frame. Strategies can draw their own conclusions based on past experience, current trends and future expectations. They can see if a company is able to enhance advantage areas or dissipate its energies over a period of time. While making comparisons, it is advisable to compare companies, which are in the same phrase product life cycle

Strategic Advantage File

Every company has strategic advantages and disadvantages. For example, large firms have financial strength but tend to move slowly, compared to smaller firms, and often cannot respond to changes quickly. No firm is equally strong in all of its functions. In other words, each company has its strengths and weaknesses.

Strategists must be aware of the company's strategic advantages or strengths in order to be able to choose the best opportunity for the company. On the other hand, they must regularly analyze their strategic flaws or weaknesses in order to effectively confront environmental threats

Example

The strategist should look to see if the company is stronger in these factors than its competitors. When a company is strong in the market, it has a strategic advantage in launching new products or services and increasing its market share of existing products and services.