

M9L14. Business Strategy

Slide #1



The slide is a presentation cover for 'Business Strategy'. It features a dark grey background on the left and a light grey background on the right. The left side contains the Texas A&M University Engineering logo, the title 'Business Strategy', the name 'Dr. Xiaomin Yang', and course information 'TCMT 612 | Technical Management Decision Making' and 'MASTERS OF ENGINEERING TECHNICAL MANAGEMENT'. The right side shows a person from behind, looking at a large screen displaying a complex network diagram and several hexagonal icons representing business concepts like growth, innovation, and strategy.

ATM
TEXAS A&M UNIVERSITY
Engineering

Business Strategy

Dr. Xiaomin Yang

TCMT 612 | Technical Management
Decision Making

MASTERS OF ENGINEERING TECHNICAL MANAGEMENT

Slide #2



A business shall clearly define business strategy and objectives before considering data science.

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Slide #3



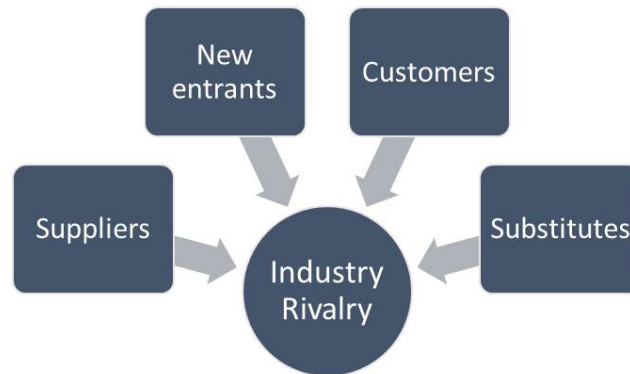
Business strategy defines a company's specific approach to competing in an industry and clarifies the competitive advantages on which it will be based.

As discussed in the previous module, business strategy defines a company's specific approach to competing in an industry and clarifies the competitive advantages on which it will be based.

Slide #4



Five Forces Framework



The Five Forces Framework, developed by Harvard University professor Michael Porter, describes a method of analyzing the competitive environment and profitability of an industry to help a business understand which forces drive the distribution of economic value among the industry players, for example, suppliers and customers.

Slide #5

Business Strategy

Cost leadership → establishing competitive advantage

Differentiation → offering a distinguishable product

Focused cost leadership

Focused differentiation

Porter also introduced four generic business strategies, cost leadership, differentiation, focused cost leadership, and focused differentiation.

Cost leadership is establishing a competitive advantage by having the lowest cost of operation in the industry.

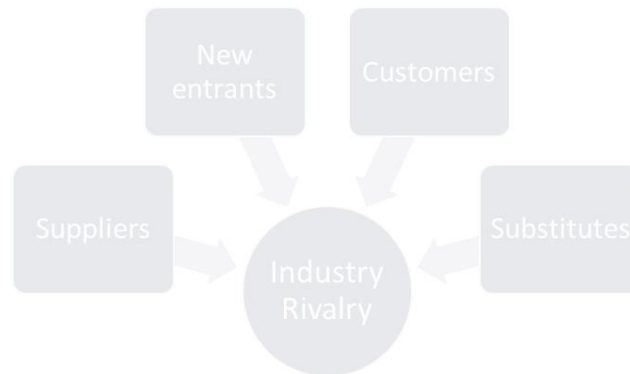
Differentiation is the strategy that emphasizes offering a distinguishable, superior product than what competitors are providing.

Focus is the strategy concentrating on a small segment of a defined market.

Slide #6



Five Forces Framework



Static Model

Porter's Five Forces is considered a static model as it provides a snapshot of an industry profitability drivers at a time point.