Principles of Management

PRACTICAL SESSION 5
ISEG – FALL 2019



Presentations 2-B and 3.3

Agenda



SWOT Analysis of two companies



Late arrival to work

SWOT Analysis

GOOGLE, FIAT, ADIDAS, OR DISNEY

STRENGTHS

WEAKNESSES



THREATS

- Things your company does well
- Qualities that separate you from your competitors
- Internal resources such as skilled, knowledgeable staff

- Things your company lacks
- Things your competitors do better than you
- · Resource limitations
- Unclear unique selling proposition

- Underserved markets for specific products
- Few competitors in your area
- Emerging need for your products or services

Droce/models

- Emerging competitors
- Changing regulatory environment
- Negative press/ media coverage
- Changing customer attitudes toward

A LOCAL DE LOS DOS DOS DATES DE LA CONTRACTION DEL CONTRACTION DE LA CONTRACTION DE

Tangible accets such

RIVALRY AMONG EXISTING COMPETITORS:

- Number of competitors
- Diversity of competitors
- Industry concentration
- Industry growth
- Quality differences
- Brand loyalty
- Barriers to exit
- Switching costs

POWER OF SUPPLIERS

BARGAINING POWER OF SUPPLIERS:

- Number and size of suppliers
- Uniqueness of each supplier's product
- Focal company's ability to substitute

THREAT OF SUBSTITUTE PRODUCTS:

- Number of substitute products available
- Buyer propensity to substitute
- Relative price performance of substitute
- Perceived level of product differentiation
- Switching costs

THREAT OF NEW ENTRANTS



RIVALRY
AMONG
EXISTING
COMPETITORS



THREAT OF NEW ENTRANTS:

- Barriers to entry
- Economies of scale
- Brand loyalty
- Capital requirements
- Cumulative experience
- Government policies
- Access to distribution channels
- Switching costs

POWER OF BUYERS

BARGAINING POWER OF BUYERS:

- Number of customers
- Size of each customer order
- Differences between competitors
- Price sensitivity
- Buyer's ability to substitute
- Buyer's information availability
- Switching costs

l've Overslept... Again

EMPLOYEE SYSTEMATICALLY ARRIVING LATE