

# Strategic Business Analysis

A comprehensive 15-week guide to conducting professional strategic analysis for multinational organizations. This framework will equip you with the essential skills and methodologies needed to excel in your strategic analysis assignment.



# Week 1: Foundation & Organization Selection

The first week establishes the foundation for your entire strategic analysis project. Success depends on thorough preparation and selecting the right organization to study.

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## Read & Understand Brief

Carefully examine the assignment document, paying special attention to the scenario, specific tasks, and assessment criteria. Understanding these elements thoroughly will guide your entire research approach and ensure you meet all requirements.

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## Select Target Organization

Choose a multinational or cross-border organization with robust strategic planning documentation. Look for companies that publish detailed annual reports, strategy papers, and CSR reports to ensure adequate research material.

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## Conduct Initial Research

Begin gathering foundational information about your chosen organization's strategic goals, international activities, partnerships, and competitive environment. Start building your secondary source collection early.



# Understanding Your Assignment Brief

The assignment brief is your roadmap to success. It contains critical information that will shape every aspect of your research and analysis.

## Scenario Analysis

Identify the business context and specific situation you're analyzing. Understanding the scenario helps frame your research questions and analytical approach.

## Task Requirements

Break down each required task into actionable components. Create a checklist to ensure you address every requirement systematically.

## Assessment Criteria

Study the marking rubric carefully. Understanding how your work will be evaluated allows you to prioritize efforts and meet academic standards.



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## Selecting Your Target Organization

Your organization choice significantly impacts the depth and quality of your analysis. Select strategically to ensure rich data availability and meaningful insights.

1

### Multinational Presence

Choose organizations operating across multiple countries with clear international strategies. This ensures sufficient cross-border activities to analyze.

- Multiple geographic markets
- International partnerships
- Global supply chains

2

### Documentation Quality

Prioritize companies with comprehensive public reporting. Rich documentation enables thorough analysis and credible conclusions.

- Detailed annual reports
- Strategic planning documents
- Sustainability reports

3

### Strategic Complexity

Select organizations with interesting strategic challenges or innovations. Complex situations provide more analytical opportunities and learning value.

- Recent strategic shifts
- Market disruptions
- Competitive pressures

# Initial Research Framework

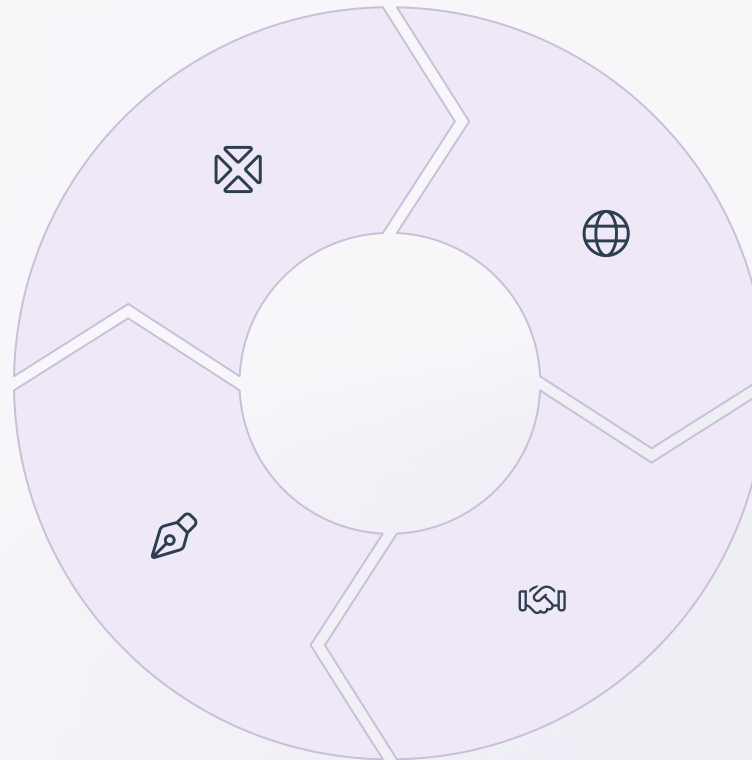
Effective initial research sets the stage for comprehensive analysis. Focus on gathering diverse information sources that provide multiple perspectives on your chosen organization.

## Strategic Goals

Identify the organization's stated mission, vision, and strategic objectives. Understanding these foundational elements guides your entire analysis.

## Competitive Landscape

Analyze the competitive environment, including direct competitors, market positioning, and industry dynamics.



## Cross-Border Activities

Map the organization's international operations, including subsidiaries, joint ventures, and market expansion strategies.

## Strategic Alliances

Document partnerships, collaborations, and alliance structures that support the organization's strategic objectives.



# Essential Documentation Sources

Quality analysis requires access to comprehensive organizational information. These key documents provide the foundation for credible strategic assessment.



## Annual Reports

Comprehensive financial and operational overviews that reveal organizational performance, strategic priorities, and future outlook. These reports typically include CEO letters, financial statements, and strategic commentary.



## Strategy Papers

Detailed strategic planning documents that outline long-term objectives, market analysis, and implementation approaches. These provide insight into organizational thinking and decision-making processes.



## CSR Reports

Corporate Social Responsibility documents that detail environmental, social, and governance initiatives. These reveal organizational values and stakeholder commitments beyond profit maximization.

# Building Your Research Database

Systematic information collection ensures comprehensive analysis and credible conclusions. Organize your research materials from the beginning to maximize efficiency and effectiveness.



## Primary Sources

Collect direct organizational materials including official reports, press releases, executive speeches, and company communications. These provide authentic organizational perspectives and factual foundations.



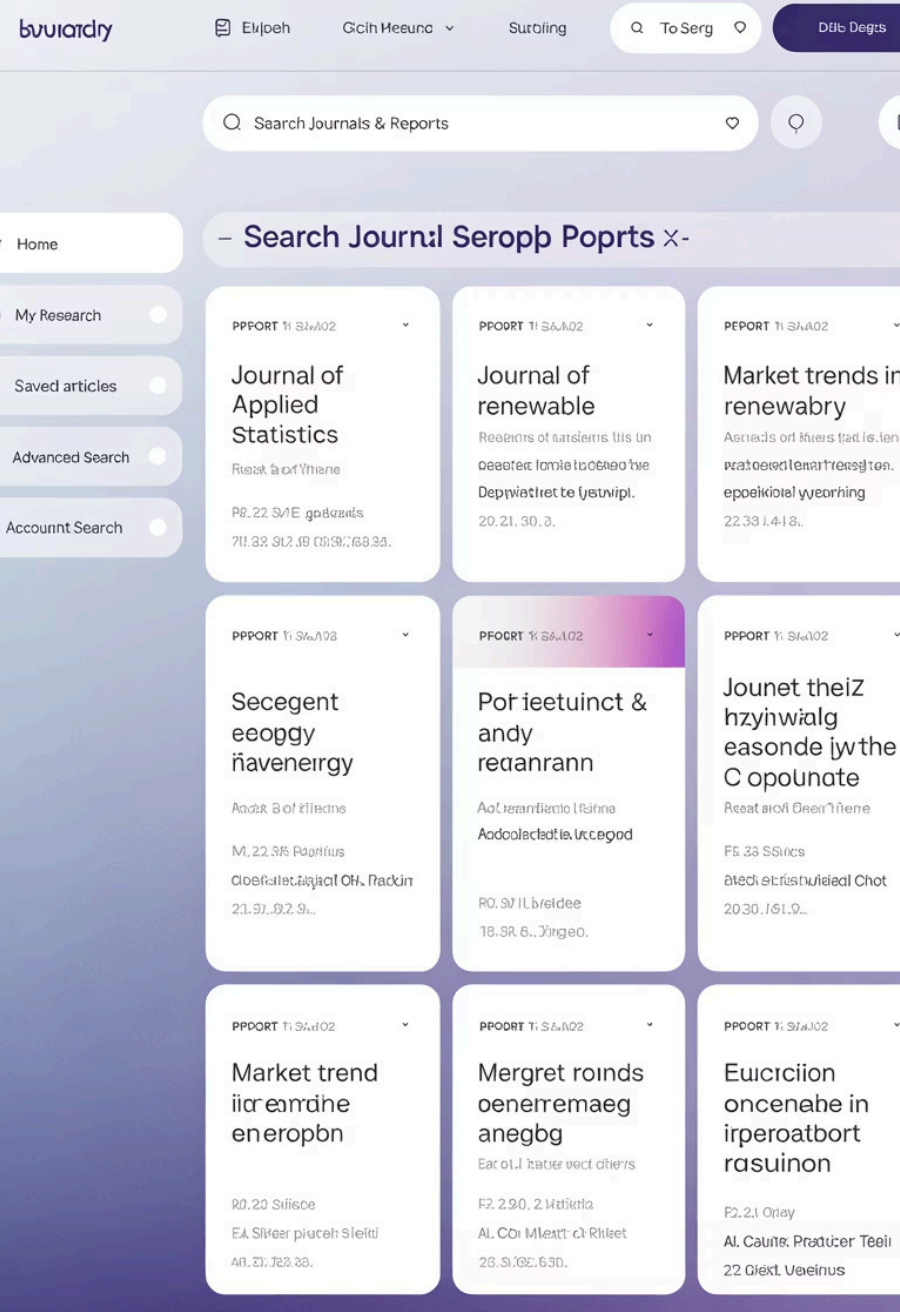
## Academic Literature

Gather peer-reviewed journal articles, theoretical frameworks, and academic case studies relevant to your organization and industry. This scholarly foundation strengthens analytical credibility.



## Industry Intelligence

Source professional industry reports, market analyses, and consulting studies that provide broader context and competitive insights. These materials offer external validation of your findings.



# Strategic Goals Analysis

Understanding an organization's strategic direction requires careful examination of stated objectives and actual priorities. Look beyond official statements to identify real strategic emphases.

## Mission & Vision Alignment

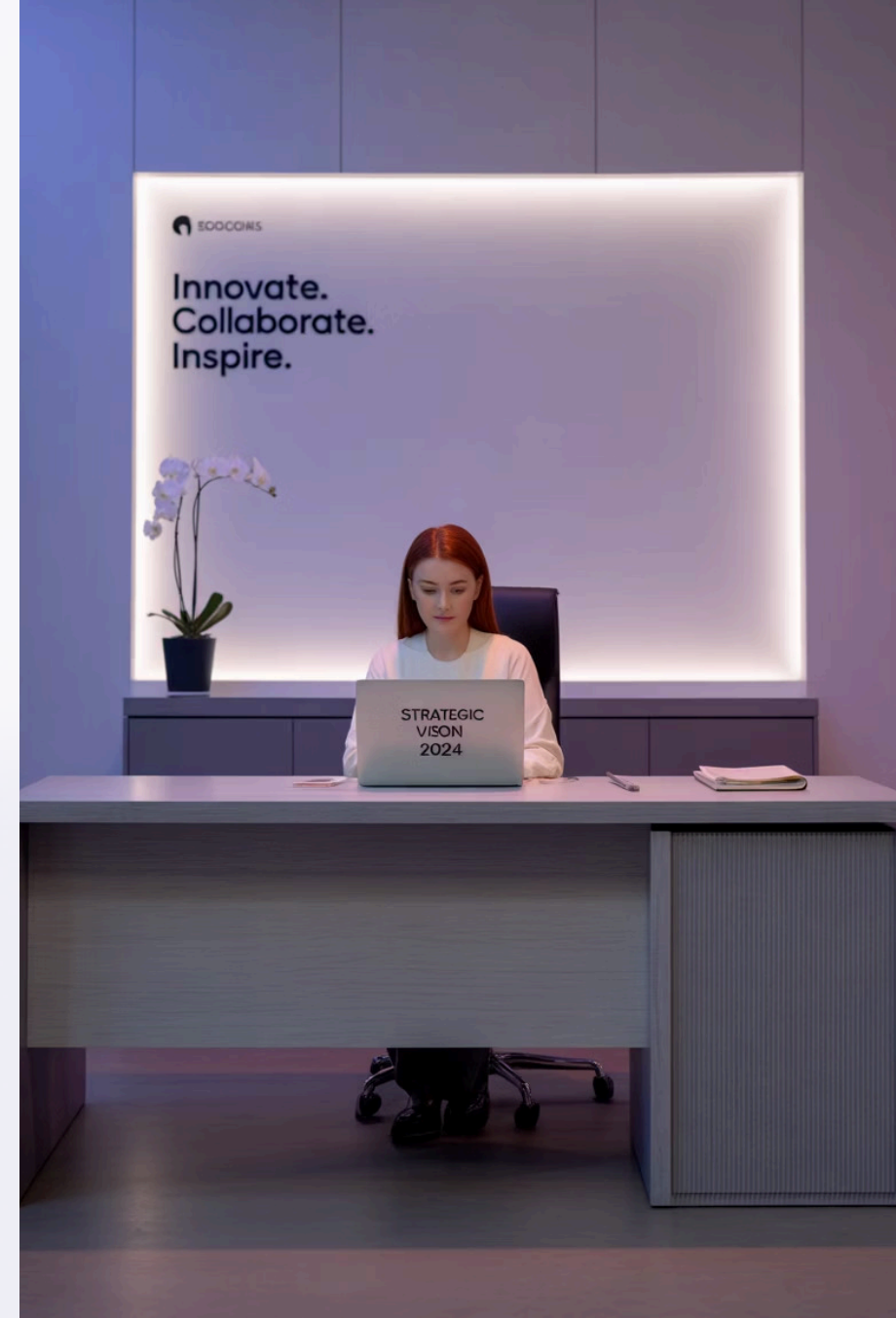
Analyze how the organization's stated mission and vision translate into specific strategic objectives. Look for consistency between aspirational statements and practical initiatives.

- Core value propositions
- Stakeholder commitments
- Long-term aspirations
- Cultural priorities

## Strategic Priorities

Identify the organization's primary strategic focuses through resource allocation, leadership attention, and public communications.

- Investment patterns
- Organizational structure
- Key performance indicators
- Executive messaging





# Cross-Border Activities Mapping

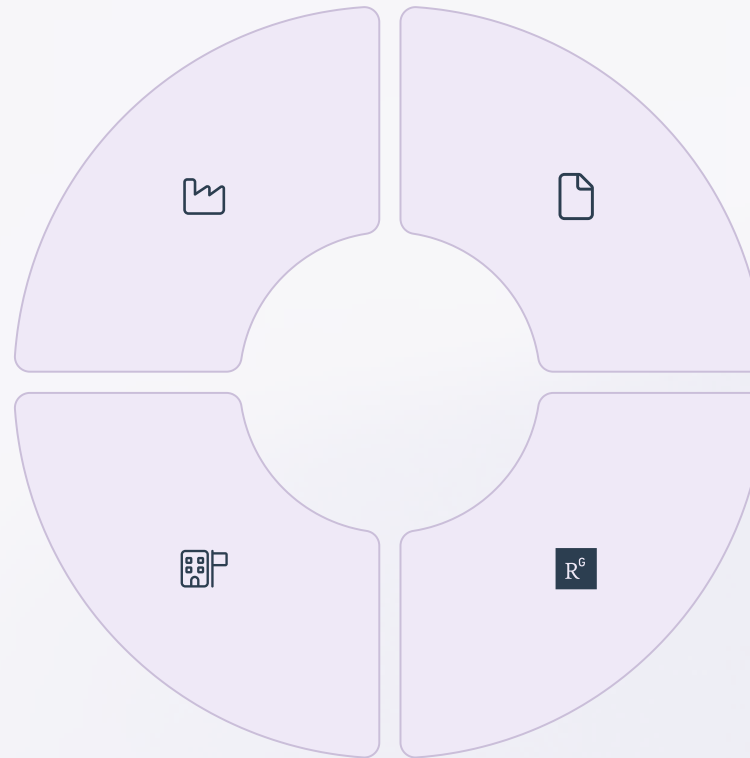
Multinational organizations operate complex networks of international activities. Mapping these relationships reveals strategic patterns and operational dependencies.

## Manufacturing Operations

Document production facilities, supply chain networks, and manufacturing partnerships across different countries. Analyze cost advantages and strategic positioning.

## Administrative Functions

Identify regional headquarters, shared service centers, and administrative operations. Analyze organizational structure and decision-making distribution.



## Market Presence

Map sales operations, distribution channels, and customer service centers in various geographic markets. Identify expansion patterns and market prioritization.

## R&D Centers

Locate research and development facilities, innovation hubs, and technology centers. Understand how knowledge creation is distributed globally.

# Strategic Alliance Investigation

Strategic alliances reveal how organizations extend capabilities and access new opportunities. These partnerships often indicate future strategic directions and competitive positioning.

## 1 Joint Ventures

Examine shared ownership arrangements that combine resources and capabilities. These partnerships often target new markets or technologies requiring significant investment and risk sharing.

## 2 Technology Partnerships

Analyze collaborations focused on innovation, research, and technological advancement. These alliances frequently drive competitive advantage and market differentiation.

## 3 Distribution Agreements

Study partnerships that extend market reach through established distribution networks. These relationships enable rapid market entry with reduced infrastructure investment.

## 4 Supply Chain Alliances

Document strategic supplier relationships that enhance operational efficiency and cost management. These partnerships often create competitive advantages through superior value chains.

SYNERGY  
SOLUTIONS






Building  
bridges,  
driving succe



# Competitive Landscape Analysis

Understanding competitive dynamics provides crucial context for strategic decision-making. Comprehensive competitor analysis reveals market opportunities and strategic threats.

		
<div><b>Market Leaders</b></div> <p>Identify dominant players with significant market share, financial resources, and competitive advantages. Analyze their strategic approaches and success factors.</p> <ul style="list-style-type: none"><li>• Market share analysis</li><li>• Financial performance</li><li>• Strategic capabilities</li></ul>	<div><b>Emerging Competitors</b></div> <p>Examine new entrants and rapidly growing competitors that may disrupt established market dynamics. These organizations often bring innovation and fresh approaches.</p> <ul style="list-style-type: none"><li>• Growth trajectories</li><li>• Innovative strategies</li><li>• Market disruption potential</li></ul>	<div><b>Substitute Threats</b></div> <p>Identify alternative solutions and technologies that could replace traditional offerings. Understanding substitution risks helps anticipate strategic challenges.</p> <ul style="list-style-type: none"><li>• Technology alternatives</li><li>• Changing customer needs</li><li>• Industry convergence</li></ul>



# Research Quality Standards

Maintaining high research standards ensures credible analysis and academic success. Apply rigorous criteria to evaluate and organize your research materials.

5+

## Source Diversity

Gather information from multiple source types to ensure comprehensive coverage and balanced perspectives on your chosen organization.

80%

## Recent Information

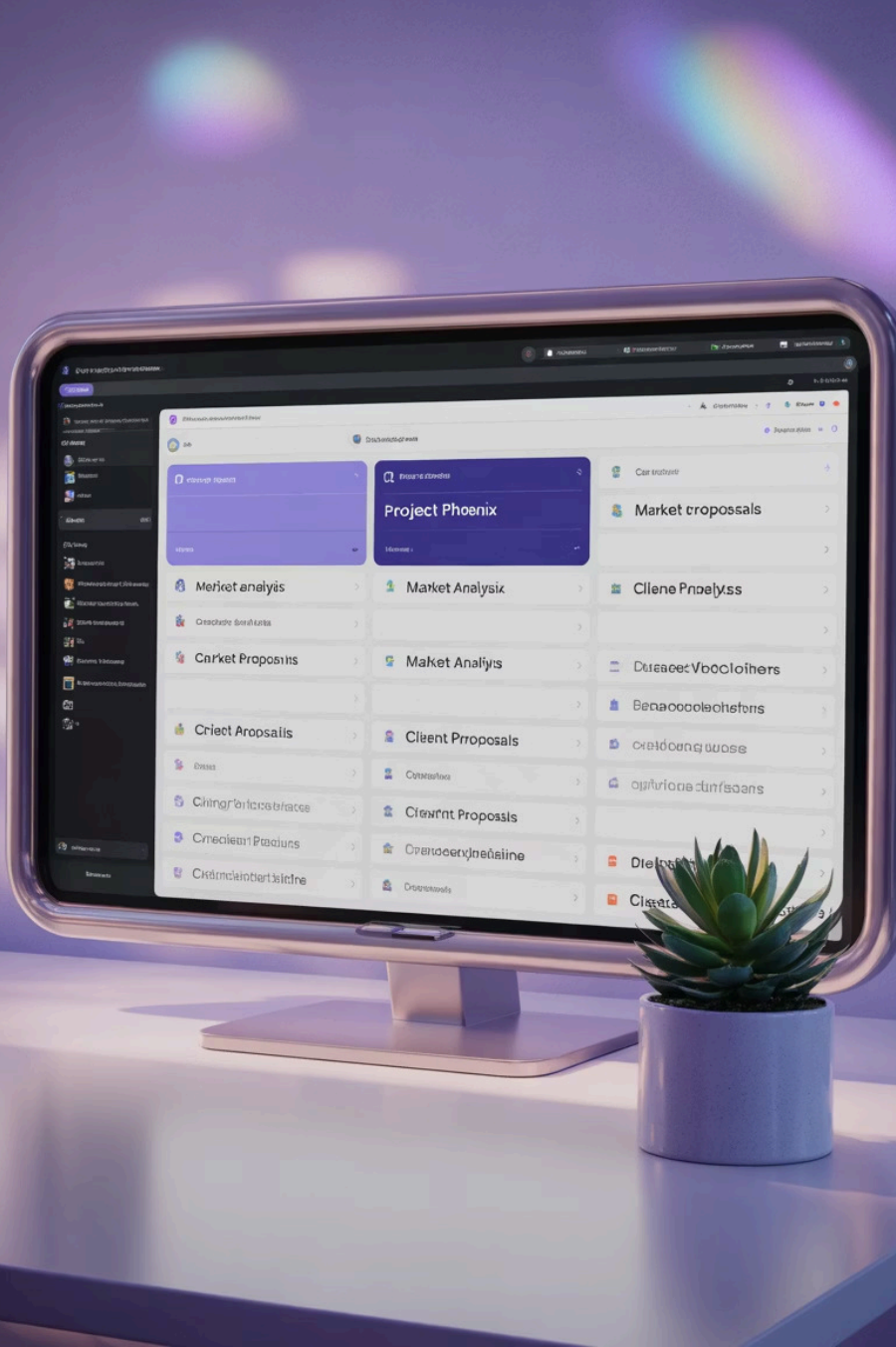
Prioritize current information from the last 3-5 years to ensure relevance and accuracy in your strategic analysis.

10+

## Academic Sources

Include sufficient peer-reviewed academic sources to provide theoretical foundation and analytical frameworks for your research.





# Information Organization System

Effective organization prevents information overload and supports efficient analysis. Establish systematic approaches to categorize and access your research materials.

## Thematic Categories

Organize materials by strategic themes such as market analysis, competitive positioning, financial performance, and operational capabilities. This thematic approach supports focused analysis.

## Source Documentation

Maintain detailed records of source information including publication dates, authors, and access details. Proper documentation supports citation requirements and credibility.

## Analysis Notes

Document key insights and analytical observations as you review materials. These notes become valuable resources during the synthesis and writing phases.



# Week 1 Success Metrics

Evaluate your week 1 progress against these key deliverables to ensure strong foundation for subsequent analysis phases.



## Assignment Comprehension

Complete understanding of all assignment requirements, assessment criteria, and expected deliverables. You should be able to explain the project scope clearly.



## Organization Selection

Confirmed choice of multinational organization with adequate documentation and strategic complexity to support comprehensive analysis.



## Research Foundation

Initial collection of key organizational documents and secondary sources providing sufficient material for detailed strategic analysis.

# Next Steps: Building on Your Foundation

Week 1 establishes the foundation for your strategic analysis journey. Use this strong start to build systematic, thorough research that will support exceptional analytical insights and academic achievement.

1

## Week 2 Preparation

Begin developing analytical frameworks and research methodologies that will guide your investigation. Preparation determines analysis quality.

2


## Continuous Research

Maintain ongoing information collection throughout your project. New insights and developments can significantly enhance your analysis depth and relevance.

3

## Quality Focus

Prioritize analytical depth over breadth.  
Thorough analysis of key strategic elements  
exceeds superficial coverage of many topics.

 **Remember:** Excellence in strategic analysis comes from systematic preparation, rigorous research standards, and thoughtful organization selection. Your week 1 foundation directly impacts your final project success.