



# RAMA UNIVERSITY

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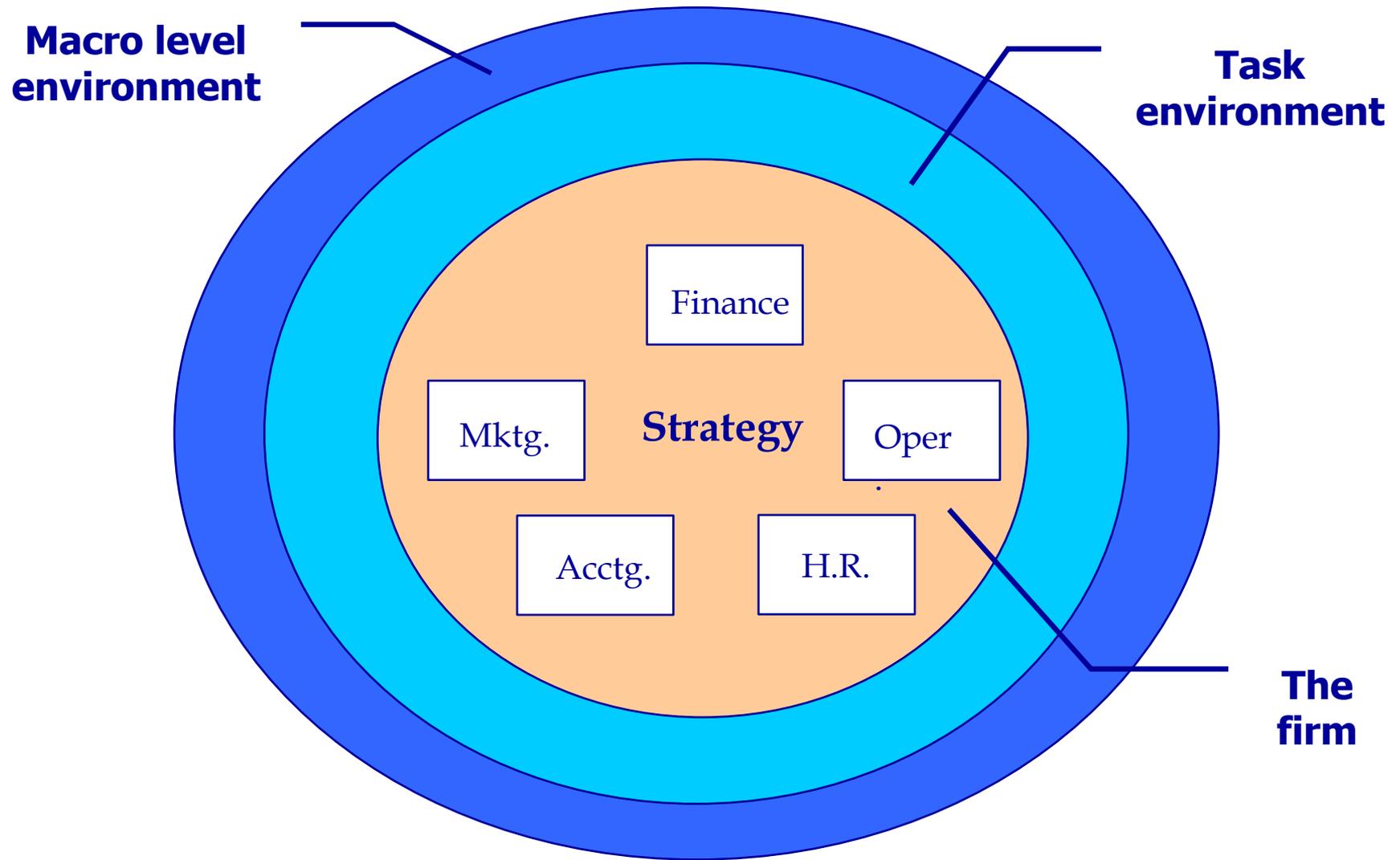
## E-Content BCH-601 : Business Policy

### Lecture 3

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# How Does It Compare to Other Business Classes?

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# Task Environment

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- Customers and Markets:
  - Distributors
  - End users
- Competitors:
  - Competitors for Markets
  - Competitors for Resources
- Suppliers:
  - Suppliers of physical resources
  - Suppliers of financial resources
  - Suppliers of human resources



# Task Environment

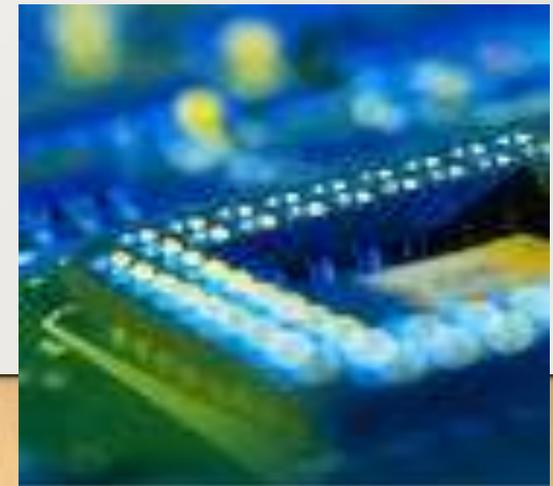
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- Regulatory Groups:

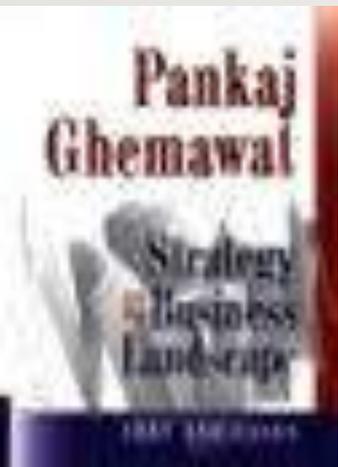
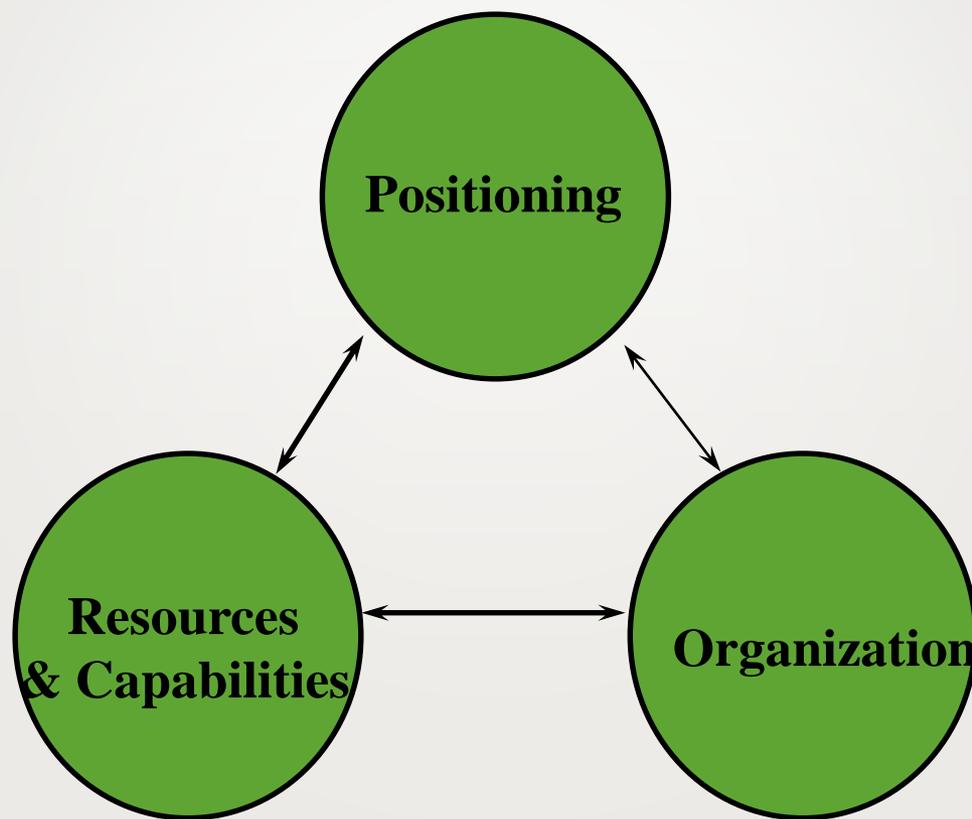
- Government
- Unions
- Special Interest Groups

- Technology:

- Rate of Development
- Substitutes
- Stage of Product or Industry



# The Role of Strategy In Business is to Generate and Sustain Value via the Linkages Between Position, Resources, and Organization



# Positioning

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- Scope of the Firm:

- Geographic Scope
- Product-market Scope: Choice of businesses (corporate portfolio analysis)
- Product Market Positioning within a business
- Vertical integration decisions

