



MIRPUR UNIVERSITY OF SCIENCE AND
TECHNOLOGY (MUST)

ASSIGNMENT

IT PROJECT MANAGEMENT

SUBMITTED BY:

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TOPIC:

CASE STUDY (Q/A)

SUBMITTED TO:

Mrs.Samina Khalid

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Instructions:

You have to read attached pdf document consist on a case study related to strategic management. By reading the case study you have to answer the following questions:

1. What was the success strategy of the company and how marketing environment is effecting its success toward strategy?

Solution:

Success strategy was the company (Nike).

- Analyze Competition
- Understand the Risks and Rewards
- Be Creative
- Stay Focused
- Prepare to Make Sacrifices
- Provide Great Service
- Be Consistent

How marketing environment is effecting its success toward strategy (Nike)?

- Company Understand the Target Market. Every marketing strategy has a target market that company want to reach.
- Communicating the Value to the Customers.
- Watching the Data.
- Focus.
- Passion.

2. Discuss about the drivers to get superior performance?

Solution:

The drivers to get superior performance are as follows:

- People management, which entails realization of the potential of the employees either in groups or in an individual level.
- Driver to performance is collaborating with suppliers. This entails relationships between the organization and the suppliers.
- Rewards and recognitions motivate employees to give their best performance and strive to excel through continuous improvement.

- Entails transforming the organizations direction and instigating others to follow.
- Leaders have a stake in realization of the vision, mission and objectives of an organization

3. How company is planning to get competitive advantage and value creation?

Solution:

How company is planning to get competitive advantage.

- Giving consumers a greater value and offering high quality products.
- Cost leadership, focus, and differentiation.
- Undertakes an evaluation process, which involves evaluation of resources, clarification of goals, defining customers and examining competitors.
- Nike compares its strengths and weaknesses with the other competitors.
- Process innovations reduce the costs of production and the competitors may take time to discover what the company is doing.

How company get value creation.

Nike offers give away to customers, tickets, sales, sponsorships and discounts. Nike sponsors many players in different sports.

4. What are some strategic management tools company is using and why?

Solution:

There are some strategic management tools are as follows:

- Mission statement.
- SWOT analysis.
- SMART goals.
- Benchmarking.

Why strategic management tools used:

- **Mission statement:**
Help to make clear how the organization is observed and how it will be perceived in the future.
- **SWOT analysis:**

SWOT analysis has been applied to find out the organizations strengths, weaknesses, prospects and risks.

- **SMART goals:**

SMART goals ensure that the goals and objectives laid down are specific, assessable, achievable, appropriate, and timely.

- **Benchmarking:**

Benchmarking is another tool that is employed to scrutinize and adapt to the best processes from other organizations around the globe.