



MIRPUR UNIVERSITY OF SCIENCE AND
TECHNOLOGY (MUST)

ASSIGNMENT IT PROJECT MANAGEMENT

SUBMITTED BY:

SAMI MUSHTAQ
FA18-BIT-050

TOPIC:

CASE STUDY (Q/A)

SUBMITTED TO:

Mrs.Samina Khalid

11 DECEMBER, 2021

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.

- 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?

- 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 performance incentives facing organizations and their employees come from four main sources. These are

- Competitive pressure, generated either by the market or by other.
- Accountability mechanisms which allow clients to put pressure on service providers to improve performance.

- Externally imposed performance benchmarks or targets.
- Internal pressure, generated from inside the organization by its management systems or organizational culture.

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

Solution:

1. Make time for Marketing Research and Planning:

You want to know your buyers enough so that you can accurately anticipate what they will want to buy and why for that time.

2. Know your Customers better than any competitor:

Company that follows through on this exact philosophy and process, look no further than Apple Computer and its cult-like loyal following of buyers.

3. Avoid Reactiveness at all Costs:

When sales drop, react with a quick, poorly devised marketing plan.

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.