

PSA Peugeot Citroen: Strategic Alliances for Competitive Advantage (1500 words)

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Abstracts

Introductions:

PSA Peugeot Citroen is an automobile company that entered into alliance with the Mitsubishi Motors in order to stabilize its position in the market and to take advantage of idle production capacity of the Mitsubishi Motors and to compensate the product range gap for the products of the PSA.

The purpose of the analysis in this report is to evaluate strategic issues and the strategies needed to address the issues of the PSA Peugeot Citroen and to achieve the strategic goals of the company.

This report will be divided into the following sections (1) Analysis of the strategic issues or the strategic objectives of the PSA Peugeot Citroen.

(2) Financial and environmental analysis of the PSA Peugeot Citroen.

(3) Strategies for the achievement of the strategic goals of the PSA Peugeot Citroen.

(4) Recommendations and Suggestions.

(5) Conclusion.

These are the main sections of the report that will organize the different competitive factors of the report and will assist in identifying the major strategic issues and the alternative strategies for the different issues of the PSA Peugeot Citroen.

The overall analysis of the report will assist the identification of base for setting competitive advantage for the company.

Contents

Strategic Alliances for Competitive Advantage

Introduction

Strategic Issues or Goals for the PSA Peugeot Citroen

SWOT and the Financial Analysis

Strategies for Achieving Goals

Recommendations and Conclusion

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