

Strategic Management of British Airways

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Abstracts

This assignment is designed to suggest a proper strategic management approach for British Airline. It is the leading Airline in United Kingdom, but in past few years its market share has declined because of enhances competition. The report starts with analysing the importance of need of strategic management and the main models of strategic management are described briefly.

Then the vision and mission is analyzed along with the main social, ethical, cultural, environmental and business objectives. Then present external environment of British Airlines is elaborated by means the SWOT and PESTEL analysis. Further, the organization methods to monitor and evaluate its objectives, strategies and goals are detailed. ANsoff PRODUCT MARKET frame work is used to explain the strategic way to achieve competitive advantage. At last the possible strategic challenges are explained along with the possible ways to deal with them.

Contents

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Introduction

1 - Critically assess the nature, scope and need for strategic business management and planning in international profit and not - for - profit organizations.

2 - Critically evaluate classic and contemporary models, concepts and tools in business strategy and planning:

3 - Identify the business plan and strategy:

4 - Critically analyze the impact of political, economic, social, technological, environmental and legal factors on an organization.

5 - Identify the key forces that represent both opportunities and threats to organizations whether for profit or not - for - profit.

6 - Identify & evaluate how the organization monitors and evaluates its objectives, strategies and goals.

7 - Critically evaluate the strategy process for an organisation to achieve competitive advantage

8. Critically analyze future challenges affecting strategic business management and planning

Conclusion:

References

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