Strategic Choice and Evaluation

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In this paper the alternatives that should have an organization to achieve its growth were evaluated. The best discipline of value is identified, generic strategy and grand strategy for your organization. Finally a strategy or combination of strategies that the organization must implement is recommended.

When it comes to value discipline should be mentioned that it is essential that companies maintain this constant discipline at all times. It enhances the functionality of the company and allows them to be more efficient than its competition. Companies must maintain a constant search to improve its services each year. This will allow them to create value to your customer, dominate the market where you work and maintain high standards. The value discipline consists of three rules that are operational excellence, product leadership and customer relationships **(Pearce & Robinson, 2013).**

Operational excellence is based on the efficiency of processes having the focus on business operations. The company must achieve to be efficient in all processes to ensure a competitive price and in turn keep costs low. By being able to offer better prices to its customers and a better product you can get better results and better market positioning. To be effective with this discipline is important measurement of all processes. The company must have the ability to constantly measure their efforts and determine whether it is effective in all its processes (Treacy&Wiersema, 2016).

Product leadership is key to the success of the company. The company must maintain a constant innovation to guarantee the life of the company. Their products must maintain a continuous development in its style,quality and can meet customer needs. The company must maintain a flexible culture in the development of its products so that it can respond to changing market demands. The company should be able to market their product with the attributes necessary to be competitive and even to have a good positioning. It is also important that its products are accompanied by a good service at all times (Treacy&Wiersema, 2016).

The customer relationship is vital for the company as it should be your primary focus. If the company fails to identify his client well and can respond to their needs effectively you will get great results. This discipline is essential to maintain a good image and positioning of the company. The market every day demands more and less loyal to brands, is why companies have a big challenge on their hands. The company must have the ability to respond to the needs of its customers and should offer variety of products or services. It is important that the company has the ability to meet and exceed customer expectations (Treacy&Wiersema, 2016).

Generic Strategy

Apple’s technological items are considered in luxury items which cannot be sold in low cost because this can affect the company's products quality as well as reputation. Apple’s products should be planned to attract customer’s interest with an exceptional sensitivity for a core design or feature. By giving emphasis on the feature over other product qualities, Apple can strive to build customer loyalty. Many times such loyalty changes into a company's facility to charge as additional price for its product. Apple’s product feature must also depend on its marketing channels through which the product will be delivered, its fame for good quality, the design, and the service network that will support it (Pearce & Robinson, 2013).

Grand Strategy

Apple needs master plans of strategy for the company. The conditional and sustainable efforts of Apple can be achieved through the use of grand strategies and this will help the company to achieve long term business objectives. In using grand strategies to achieve a competitive advantage Apple will be able to grow and performance will excel. Apple’sinnovative new products can give the company other original or novel ideas, can also develop the existing products to make them better based on product quality and style of United States and international market. All different countries people have their own choices styles. Apple can keep this factor in mind and develop the existing products based on the market demand. In many industries, it has become increasingly risky not to innovate. Both consumer and industrial markets have come to expect periodic changes and improvements in the products offered. As a result, some firms find it profitable to make innovation their grand strategy (Pearce & Robinson, 2013).

# References

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