

# Case Study Research on Strategic Management of Alpha Company

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## Abstract

Alpha is a diversified listed company, which developed from a single toy company to a company with four business sectors. Its development strategy is worth being studied. This essay focuses on Alpha's corporate-level strategies. With the introduction and analysis of the internal and external environment of Alpha Company, and combining with the analysis of the company business model, the paper used the analysis tools such as SWOT and PEST to study the management model and business portfolios of the company. In the process of diversification development of many Chinese enterprises, they often focus on business-level strategy, while ignoring the importance of corporate-level strategy. This may make them ignore the expansion of investment, support of the core business and the coordination of the business. Therefore, the corporate strategy is an important factor for the enterprise's development. Then, the paper draws the conclusion that the management model needed to be adjusted, and the business portfolios needed to be improved. According to this conclusion, it figured out the Alpha's strategic objectives and planning schemes, and set the diversification strategy, which might be suitable for the company development. Finally, the paper put forward the concrete measures of corporate-level strategy, including five aspects of the management adjustment measures, which are the adjustment of the organizational structure, the management of the integration of acquisition resources, R & D resources' integration, integration of human resources and integration of sales resources. Conclusions might provide some effective suggestions for building the company's long-term strategy.

## Keywords

Alpha, The Whole Chain Strategy, Diversification

# Strategic Retailing Management A Case Study Approach

**JL Elias**



## **Strategic Retailing Management A Case Study Approach:**

*Strategic Retailing Management* David W. Walters,1988-01-01      **Strategic Retail Management** Joachim Zentes,Dirk Morschett,Hanna Schramm-Klein,2007-10-16 The authors demonstrate the broad and complex topics of retail management in 15 lessons Each lesson includes a thematic overview of key issues and a comprehensive case study International best practice companies are used to highlight managerial implications and the key discussion points      *Strategic Retailing Strategy* David W.. Walters,1989      **Strategic Retail Management** Joachim Zentes,Dirk Morschett,Hanna

Schramm-Klein,2016-10-07 This book is devoted to the dynamic development of retailing The focus is on various strategy concepts adopted by retailing companies and their implementation in practice This is not a traditional textbook or collection of case studies it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons where each lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study The examples are all internationally known retail companies to facilitate an understanding of what is involved in strategic retail management and illustrate best practices In the third edition all chapters were revised and updated Two new chapters were added to treat topics like corporate social responsibility as well as marketing communication All case studies were replaced by new ones to reflect the most recent developments Well known retail companies from different countries like Tesco Zalando Hugo Boss Carrefour Amazon Otto Group are now used to illustrate particular aspects of retail management

**Insights in Strategic Retail Management** John Gattorna,1985      **Retail Management Strategic Approach** Berman,2000-10      **Journal of General Management** ,1989      **Retailing Management** William R. Davidson,Daniel Joseph Sweeney,Ronald W. Stampfl,1984 This edition of the standard text has been updated to provide a comprehensive introduction to first and second year students of retailing Stresses professional management of multi unit retailing institutions and emphasizes the importance of financial and marketing strategies for profitability Detailed case studies give readers real world examples of business at work taken from actual Management Horizons consulting work Chapters discuss the theoretical foundations of retailing management the theory of change in retailing the relation of marketing theory and the marketing concept in general to retailing in particular the difference between marketing for manufacturing firms and for retailing firms the consumer environment and consumer behavior Text contains more statistics data and teachable and testable material than before Includes material on site location and store layout and design      **Strategic Retail**

**Management** Danny R. Arnold,Louis M. Capella,Garry D. Smith,1983      *Retail Management* Barry Berman,Joel R. Evans,1989 Featuring cases and boxed extracts about real institutions this text presents strategic orientation reinforced by flowcharts and and graphics and coverage of every aspect of running a retail operation including international retailing An instructor s manual is available 0 02 308662 9      *Sm Retail Management I/M* Berman,1997-11      **Strategic Retail Management** ,2008 1 An Introduction to Retailing 2 Strategic Planning in Retailing Owning or Managing a Business 3 The

Contemporary Challenges Facing Retailers 4 Identifying and Understanding Consumers 5 Information Gathering and Processing in Retailing 6 Trade Area Analysis 7 Site Selection 8 Retail Organisation and Human Resource Management 9 Operations Management 10 Merchandise Management II Pricing in Retailing 12 Establishing and Maintaining a Retail Image 13 Promotional Strategy 14 Planning by a Service Retailer 15 Integrating and Controlling the Retail Strategy Index Retail Management Barry Berman, Joel R. Evans, 1983 This best seller provides a balance between theory and practice useful career information and a comprehensive package of ancillaries It takes a strategic approach to decision making The volume provides an overview of strategic retail management and provides a careful examination of situation analysis targeting customers and gathering information choosing a store location managing a retail business merchandise management and pricing communicating with the customer and integrating and controlling the retail strategy For retail training directors

**Cases in Retail Management** Dale M. Lewison, Jon Michael Hawes, 1989 *Journal of Marketing*, 1993 Retailing Management Michael Levy, Barton A. Weitz, 1998 Taking a strategic perspective this text covers developments in retailing and reflects the changing job market with the centralization of the buying function and limited jobs for buyers Topics covered include category management international sourcing decisions activity based costing quick response inventory systems and data based retailing There is a new chapter on electronic retailing and location and examples include international service retailers and small independent retailers **Strategic Marketing Management Cases** David W. Cravens, Charles W. Lamb, 1993 **The British National Bibliography** Arthur James Wells, 2004 **Making Your Small Business a Success**, 1991 This book concentrates on the things that new and established business owners need to know to make their enterprises competitive and profitable Poteet has compiled into one volume the work of more than 50 national business leaders commissioned specifically by the Small Business Administration to produce a series of management aids for the growing entrepreneurial community *Journal of Retailing* New York University. Institute of Retail Management, New York University. School of Retailing, 1997

This book delves into Strategic Retailing Management A Case Study Approach. Strategic Retailing Management A Case Study Approach is a vital topic that needs to be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Strategic Retailing Management A Case Study Approach, encompassing both the fundamentals and more intricate discussions.

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