

# 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

**John Gattorna**



## **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 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

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