

Business strategy for Gatexco 20 period 2013 – 2018

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Abstract: The strategies of the company show the future of the company on doing its businesses. They analyze the industry segment of which the company is operating; determine the target market and customers segment for medium and long term; and the competitive advantages must build up and maintain. The development of business strategies, however, is a complex task that requires a lot of attentions from BOD and the company's resources. The research begins with a brief introduction on business strategy management definition and the process of strategic planning. To develop a strategic planning complied with sustainability, the company needs to apply fundamental analysis or namely tool box of strategic planning such as industry segment analysis, value chain analysis, generic business strategies, and network success factors and resources analysis. To make all theories above to be practical, the author will use the case of GATEXCO20 and assess the current business strategy of the company. The assessment bases on the results achieved during the interview with managers of GATEXCO20. Then, I will conduct some conclusions and recommendation. The author has been working in GATEXCO20 for more than six years and it is an interesting field that the author loves to work for. With significant knowledge and experience after the years working as well as the author's role in company, the author does believe that this research would also be a valuable fundament for the author's career development in the years coming.

Keywords: Quản trị kinh doanh; Chiến lược kinh doanh

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