

Situation Analysis¹

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¹ T. Steenburch and J. Avery (2010), "Marketing Analysis Toolkit: Situation Analysis," Harvard Business School Publishing.

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Three Methods for Analyzing Environments

- 5C's Analysis
- Porter's Five Forces Analysis
- SWOT analysis

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5C's Analysis

- Context (Macro-environment)
- Customers
- Competitors
- Company
- *Collaborators/Complementers

*These include suppliers, distributors and retailers, and companies selling products complementary to the firm's.

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Using Five Forces to Analyze Industry Competitiveness

- Supplier Power
- Buyer Power
- Industry Competitors
- Potential Entrants
- Threats of Substitutes

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Summing it up in SWOT Analysis

- After 5C's Analysis and Porter's Five Forces Analysis, SWOT analysis summarizes your current situation.
- Identify the firm's strength and weakness after analyzing the internal conditions.
- Identify opportunities and threats after environmental scanning.

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Using the Three to Guide Marketing Strategies and Tactics

- Segmentation
 - Targeting
 - Positioning
- And Marketing Mix
- Product
 - Place
 - Promotion
 - Price

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