




# STATEMENT OF STRATEGY:

## COMPETITIVE FORCES SHAPE STRATEGY

### STATEMENT OF STRATEGY: COMPETITIVE FORCES SHAPE STRATEGY

**By: Mosi Dorbayani**

University of Salford, Practice as Research Center of Excellence – PaR

 / 0000-0002-8362-1034

Are you able to summarize your organization's strategy in 50 words or less? Could your associates and staff mention it the same way? Fact of the matter is that very few Directors can honestly say 'yes' to those basic, yet fundamental questions.

Brilliant organizations have clear and concise statements of strategy and their staff can simply apply and use them.

Start writing your statement of strategy with:

- A definition of the objective, i.e. the target for which the strategy is set to achieve;
- A defined scope of the business and its advantage.

But before writing your statement, you are recommended to evaluate the competitive forces in your industry. Do not forget that 'competitive forces' shape strategies. For example, if your organization pursues competitiveness through growth and/or size, profitability would probably take a seat. If it only commits to serve institutional clients, it may overlook retails.

If it obtains its competitive advantage from scale economies, it may not be able to satisfy the peculiarity of the customers' needs.

Therefore, you need to find the right spot where your organization's capabilities and customers' needs are met – a place where competitors cannot possibly match you.

To learn more about developing strategies, consult 'Business Samurai'.

ISBN-13: 978-1543001907

<https://www.amazon.com/Business-Samurai-Strategies-Leaders-Entrepreneurs/dp/1543001904>

Also available from University of Salford's library.

