

Strategic Analysis: The Example of An Enterprise from The Automotive Industry in Poland*

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* Presented at the 43th IBIMA International Conference, 26-27 June 2024, Madrid, Spain.

Abstract

The modern market requires companies to build lasting and unique market advantages. Therefore, proper strategic planning is needed to allocate resources more effectively. There are many methods that can help a company achieve this goal, including strategic analyses. Strategic analysis methods allow for a transparent presentation of results and can be one of the elements of the decision-making process leading to the assignment of the most optimal partial strategies to the company. The article presents the results of a strategic analysis of a selected enterprise from the automotive industry. The strategic analysis was carried out using a map of strategic groups and an analysis of key success factors based on SWOT analysis.

Keywords: strategic analysis, SWOT analysis, map of strategic group, analysis of key success factors