Strategic Planning

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**Introduction**

A strategic plan refers to a course of action that aims at optimizing the organization's resources in a bid to come up with the best long-term competitive advantage for the firm in the industry. Some procedures revolve around the development and the actualization of such plans. The four processes include strategy identification, its formulation stage, evaluation and monitoring and finally its implementation for the good of the entity. Google corporation stands as the most successful company in the production of Android gadgets across the continents. Though expensive, the phones and tablets meet value for money thus increased Google sales across the world. The evaluation comes up with the environmental analysis of Google corporations, its competitive advantage, the performance measurement attributes and eventually the effectiveness of the measurement guidelines on the implementation of the plan to its fullest.

**Internal and the external analysis of the environmental impact**

Environmental impact refers to the occurrences that surround the very existence of the corporation. The surrounding comes in to include a series of factors such as the structure, the employees, the objectives, core competencies, the vision, mission and the overall strengths and weaknesses that come with the establishment of the company in a particular setting. For the same reason, there exist both internal and external factors that influence the existence of the organization. The internal factors are those that the team has control over while the external one refers to those aspects of the institution that the entity has little or no control over their happenings at all. Google corporation stands to get affected by both its insider happenings and also outsider occurrences (Duinker & Greig, 2007).

*Internal aspects of Google that affect the environmental assessment*

The internal analysis points to a plethora of issues. Under the domestic environment, a look into the organization's goals, objectives, and targets become key. Additionally, the strategist must consider other aspects such as the structures and the arrangements of the business, the policies, structures and procedures, the visions, missions and the core competencies used in the operations of the daily positions of the programmed entity. Google corporation found out that internal prosperity relied upon one of their best talents-Steve Jobs. The gentleman had developed new technologies using sophisticated skills and therefore brought the company into the limelight. The point emphasizes the significance of employee structural position in the discharge of their duties. An employee role in the development of the business plays critical roles in the competitive standing of that organization

*Succession plan*

In formulating a strategy, it is vital to establish a mantle that should the person charged with success goes down, the body can go on since replacement approaches get done. The fact that Google has training and development programs rolled out at all levels of management, the death and the sacking of an employee should not affect its continued operation. The phenomena ensure that the changing face in the institution gets adequately dealt with, and smooth transfer of roles for that matter comes in and its continued operation and existence.

**External aspects of the environment in the institution**

The external environment looks into the factors that are beyond the reach of the company. They include issues such as the political, legal, technological, social-cultural and ethical matters. The external environment regarding the politics and the social-cultural dynamics makes sense when it comes to the strategic management forms. Political stability in the United States of America has provided a conducive environment for the growth and improvement of the techno giant-Google and thus ensure its strategic plan communards with the overall organizational plan/aspects.

*Social-cultural features*

The behaviors, attitudes, and attributes of a consumer form a significant part of the design and the execution of a strategic plan. A strategy must align with the community goals, values and behavioral tendencies for it to get accepted in the surrounding community. Google has articulated the social, cultural aspect by including corporate social responsibility in its daily management and operations. Giving back to the community forms a considerable part of the company’s portfolio thus attract more customers and retain the excellent company public image (Glasson et al 2013).

*Legal aspects of the strategy/environment*

The legality of the whole project points to the fact that the laws that govern the organization revolve around the ethics and the moral jurisdiction provided for. The laws of the land come in when setting up multinational corporations and other jurisdictions in the authorities provided. The phenomena in strategic planning come to play whereby everybody produces their best and conform to guidelines in their pursuit of justice. Justice differs from person A to person B.

**Competitive advantage & value creation**

Google brand has created a niche in the market and stood out amongst other phone manufacturing gadgets. Additionally, they use modern technology in the development and the continued performance of the institution. There are three aspects and strategies looked at when coming up with a competitive front. The person must come up with a focus strategy, differentiation strategy and finally substitutionary tendencies. Google corporation has implemented the differentiation strategy by unleashing the iPhone 8 and its subsequent newest android version. The competition here ensures that the brand gets a new identity that relates to a specific group of people (Porter, 2014).

Another area the focus strategy points to the use of and the application of the android provisions in the operations and the concentration in the technology world for a very long time. Many have suggested that the company device alternative sales methods to no avail. It is the company’s continued stay in the technology field that has improved other segments of the business both in short and in the long run.

**Value creation**

Creating value points to the fact that the chain of production adopted by the company takes the most efficient route. Value creation aims at ensuring maximum output for the lowest investment and resources input. Attention herein relies on the fact that the organization must provide the productivity as whole increases in a bid to improve all aspects of the business.

**Measurement guidelines Google uses to increase sales**

The very first instruction used points to the factor that the objective reached must become measurable both in the short and the long-run of operating. Here the developer requires particular aspects of the strategy and they include such issues as the timing and the quantitative survey with realistic goals at the back of our heads. For example, Google set a target to increase sales volume in Africa tenfold within a decade. The strategy worked since as we speak, Google products are in Africa, affordable, convenient and last but not least operational

Another critical area that Google looked at points to the continuous performance evaluation. From the implementation phase, the manager could know regions that experiences difficulties thus put more emphasis ins such jurisdictions. The company in the case study has never operated stagnantly over the past. It continually improves in line with the technical requirement and the staff capability.

**Effectiveness of the guidelines applied**

The guidelines noted here become useful in the daily servicing of activities. The mere fact that the objectives selected must always align with the very fact that the organization puts in a lot of effort in coming up with timely yet measurable aspects in its growth charter. Therefore, Google has found useful in the performance of the measuring tool in a bid to overcome if not improve o the weaknesses identified relating to security threats and many other matters.

Lastly, the continuous assessment enables managers to rectify mistakes at the earliest instance possible quickly. In a case study for example, should the company realize early that there are plans to hack the system, they do all within their powers to curtail such malpractice and restore normalcy into the operations of the company (Grant, 2016).

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