

Growth Strategy

Social Entrepreneurship

Training Day 4

Session 2

Business Strategies

- Integration Strategies
- Intensive Strategies
- Diversification Strategies
- Defensive Strategies
- Innovative Strategies

Integration Strategies

- Forward Integration
 - Gaining ownership or increased control over distributors or retailers
- Backward Integration
 - Gaining ownership or increased control of a firm's suppliers
- Horizontal Integration
 - Gaining ownership or increased control over competitors

Intensive Strategies

- Market penetration
 - Seeking increased market share for present products in present markets through greater marketing efforts
- Market development
 - Introducing present products into new geographic area
- Product development
 - Seeking increased sales by improving present products or developing new ones

Diversification Strategies

- Related Diversification
 - Adding new but related products or services
- Unrelated Diversification
 - Adding new, unrelated products or services

Defensive Strategies

- Retrenchment
 - Regrouping through cost and asset reduction to reverse declining sales and profit
- Divestiture
 - Selling a division or part of an organization
- Liquidation
 - Selling all of a company's assets, in parts, for their tangible worth

Innovative Strategies

- Use of social media as platform for marketing and sales
- Use of mobile money and online banking as modes of payment

Thank you!

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