

# Case Study Research on Strategic Management of Alpha Company

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## Abstract

Alpha is a diversified listed company, which developed from a single toy company to a company with four business sectors. Its development strategy is worth being studied. This essay focuses on Alpha's corporate-level strategies. With the introduction and analysis of the internal and external environment of Alpha Company, and combining with the analysis of the company business model, the paper used the analysis tools such as SWOT and PEST to study the management model and business portfolios of the company. In the process of diversification development of many Chinese enterprises, they often focus on business-level strategy, while ignoring the importance of corporate-level strategy. This may make them ignore the expansion of investment, support of the core business and the coordination of the business. Therefore, the corporate strategy is an important factor for the enterprise's development. Then, the paper draws the conclusion that the management model needed to be adjusted, and the business portfolios needed to be improved. According to this conclusion, it figured out the Alpha's strategic objectives and planning schemes, and set the diversification strategy, which might be suitable for the company development. Finally, the paper put forward the concrete measures of corporate-level strategy, including five aspects of the management adjustment measures, which are the adjustment of the organizational structure, the management of the integration of acquisition resources, R & D resources' integration, integration of human resources and integration of sales resources. Conclusions might provide some effective suggestions for building the company's long-term strategy.

## Keywords

Alpha, The Whole Chain Strategy, Diversification

# Strategic Retailing Management A Case Study Approach

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## **Table of Contents Strategic Retailing Management A Case Study Approach**

1. Understanding the eBook Strategic Retailing Management A Case Study Approach
  - The Rise of Digital Reading Strategic Retailing Management A Case Study Approach
  - Advantages of eBooks Over Traditional Books
2. Identifying Strategic Retailing Management A Case Study Approach
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Strategic Retailing Management A Case Study Approach
  - User-Friendly Interface
4. Exploring eBook Recommendations from Strategic Retailing Management A Case Study Approach
  - Personalized Recommendations
  - Strategic Retailing Management A Case Study Approach User Reviews and Ratings
  - Strategic Retailing Management A Case Study Approach and Bestseller Lists
5. Accessing Strategic Retailing Management A Case Study Approach Free and Paid eBooks
  - Strategic Retailing Management A Case Study Approach Public Domain eBooks
  - Strategic Retailing Management A Case Study Approach eBook Subscription Services
  - Strategic Retailing Management A Case Study Approach Budget-Friendly Options
6. Navigating Strategic Retailing Management A Case Study Approach eBook Formats

- ePub, PDF, MOBI, and More
  - Strategic Retailing Management A Case Study Approach Compatibility with Devices
  - Strategic Retailing Management A Case Study Approach Enhanced eBook Features
7. Enhancing Your Reading Experience
    - Adjustable Fonts and Text Sizes of Strategic Retailing Management A Case Study Approach
    - Highlighting and Note-Taking Strategic Retailing Management A Case Study Approach
    - Interactive Elements Strategic Retailing Management A Case Study Approach
  8. Staying Engaged with Strategic Retailing Management A Case Study Approach
    - Joining Online Reading Communities
    - Participating in Virtual Book Clubs
    - Following Authors and Publishers Strategic Retailing Management A Case Study Approach
  9. Balancing eBooks and Physical Books Strategic Retailing Management A Case Study Approach
    - Benefits of a Digital Library
    - Creating a Diverse Reading Collection Strategic Retailing Management A Case Study Approach
  10. Overcoming Reading Challenges
    - Dealing with Digital Eye Strain
    - Minimizing Distractions
    - Managing Screen Time
  11. Cultivating a Reading Routine Strategic Retailing Management A Case Study Approach
    - Setting Reading Goals Strategic Retailing Management A Case Study Approach
    - Carving Out Dedicated Reading Time
  12. Sourcing Reliable Information of Strategic Retailing Management A Case Study Approach
    - Fact-Checking eBook Content of Strategic Retailing Management A Case Study Approach
    - Distinguishing Credible Sources
  13. Promoting Lifelong Learning
    - Utilizing eBooks for Skill Development
    - Exploring Educational eBooks
  14. Embracing eBook Trends
    - Integration of Multimedia Elements
    - Interactive and Gamified eBooks

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