

# International Competitive Strategy

Chapter 13

# International Strategy

- Why is it important?
- International Strategy
- Competitive Advantage
  - Develop skills and competencies
- Global Strategic Planning
  - Definition
  - Considerations
  - Historical v. present day

# Process

- Analyze Company's External Environments
- Analyze Corporate Controllable Variables
- Define the Corporate Business, Vision, and Mission Statements
- Set Corporate Objectives
- Quantify Goals
- Formulate the Competitive Strategy
- Prepare Tactical Plans