Unit 7 Seminar

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

**Strategic Positioning**

 Strategic positioning is defined as a strategy of a business that determines how the company competes in the market who is the competitors and what tools are used to serve customers in the market. In a simplified form, strategic positioning is defined as a distinctive value chain that can configure business processes and operations such as marketing, HRM, and delivery etc. The success factors and implementation of recommendations is also included in this section.

**Value Creation**

It refers to the creation of values that target customers. It would not be wrong to say that value creation is the primary aim of any business entity, taking into account that these values are related to selling of products and services.

**Basic entry Decisions**

It refers to the basic decisions that a business takes such as, the determination of market to enter, what is the right time to enter a market and what should be the scale of entering the market.

**Basic entry decisions**

**Exporting**

Exporting is selling to the customers. It can expand business and markets with large economic economies. However its disadvantage is, remote relationship is less effective and there is a lack of control ov4er markets.

**Turnkey Projects**

It refers to a business in which whole responsibility is taken by a single person. It usually refers to construction business. There is a lack of concern for dealer as constructor is itself involved; it can save any inexperienced owner from loss. However, a key disadvantage is, there is a lack of authority of owner over design and construction.

**Licensing**

Licensing is more like an IP assets that owns right in the property. It is a great mean of getting access to new markets, it provides tool for improvement. A major disadvantage is, a licensee may become a competitor, it may ask for contributions.

**Wholly owned subsidiaries**

A company that is completely owned by another company is called wholly owned subsidiary. It can integrate supply chains, risk managements and diversification. A major disadvantage is there is a possibility of multiple taxation and conflict of interests.

**Franchising**

A business in which owner obtain distribution through dealers, it can provide success at a greater rate. It offers independence of small business ownership. Major disadvantage is restrictions, and the sharing of profit.

**Joint Ventures**

A business that allows two or more parties to pool their resources, it can help a business to grow faster and increase productivity. A major disadvantage is an imbalance in levels of expertise or asset and lack of leadership.

References

Noble, B. (2019). *Global Business Today / Edition 10*. *Barnes & Noble*. Retrieved 16 February 2019, from https://www.barnesandnoble.com/w/global-business-today-charles-w-l-hill-dr/1126980083