



Threat Resistant Strategy Model Design & Analysis

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ARTICLE DETAILS

Article History

Article is originally taken from primary/contacting (co)author as an original research manuscript submitted to JS International Journal of Multidisciplinary Research (JSIJMR), published by JS University Shikohabad, U.P. on **JCONSORT: Consortium of Research Journals**, managed by Nirmal Integrated Consultancy in association with International Association of Research Scholars (IARS).

Keywords

Strategy, SWOT., Michal Porters Model, Treats, Indicators, Cyber Threats, Political Scenario, Stakeholders

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ABSTRACT

Strategy of Business/ Operations remained crucial aspect in modern business environment as the ever changing scenario of business compels the design to be full proof to withstand the expected & unexpected threats which may disrupt the well planned project. Designing such a strategy which not only withstand with the known threats but may also provide scope for the indicators to implement alternative / remedy looking at the existent /nonexistent symptoms. As in ever changing Business atmosphere the organizations are expected to transform their strategy as the suggested analysis of SWOT. & other prevalent age old technique /models practiced earlier are remained no more effective alone. Also the careful /effective analysis of the stakeholders, vendors/distributors, customers & government policies provide reason to be extra cautious for full proof strategy design in Cyber Era.

1 Introduction

Modern World Business scenario is changing rapidly which compels the policy makers to remain cautious with the market indicators as uncertain markets in business cycles and new innovations are posing challenge for the existing business organizations. Strategic analysis becomes the only remedy to predict failures and emerging threats and the careful planning to explore available options and opportunities using the potential of the organizations to withstand threats.

2 Strategy Analysis and Design

Strategic analysis and design of a full proof model to withstand with the known and unknown threats remain crucial for the organizations to prepare the alternate strategy model to escape the failures. The indicators are to be understood in the day to day business environment and routine business practices and this analysis of the indicators may help the organizations to prepare a foolproof strategic model to withstand the expected and the unexpected threats in the system which may disrupt the well planned project. Some theories are commonly practiced for threat analysis and strategic analysis which may help the policy makers to understand the potential risk

involved in the expected and unexpected threats and the strategy design may work only after this careful strategic analysis. The examples of some common analysis methods are discussed here in brief to put the researcher/planner to implement the strategic model.

2.1 SWOT ANALYSIS

The analysis to understand strength, weaknesses, opportunities and threats is commonly called SWOT analysis, the strategic planner is expected to explore the internal and external factors of the business to understand the deep rooted threats. This provides opportunity to understand the apparent and hidden strength and weaknesses in the system which may hold the potential risk for the organization through some internal or external source, also this detailed analysis provides insight knowledge about the opportunities and the potential threats involved in day to day business activities of the organization. The SWOT analysis is known as the litmus test for any organization which provides detail of the indicators for your strength and weakness and alert/alarm the threat analysis.

2.2 Five Force model

Another model to analyze the strategy and to implement the strategic model is well understood by the use of the suggested five force model by Michael Porter's-

Five Force model of Michael Porter was presented by Prof. Michael for the industry analysis. It is used widely for analysis of industry, strategy and potential. Porter has advised five forces affecting the business of entire industry which are as follows.

- Rivalry between the existing firms.
- Threat of substitutes.
- Bargaining power of buyers.
- Bargaining power of supplies.
- Threat of new entrants.

The policy maker should analyze the industry taking into the consideration the five forces model while the strategy for the transformation of the industry is implemented.

2.3 Pests Analysis

Besides the five force model the other analysis are imperative to avoid the known and unknown threats to the industry which are called pests in the system and their analysis is essential for the survival of the industry.

Pest analysis is an attempt to analyze the other external factors which may affect the business environment, the careful analysis of these factors may help to ascertain the threats and opportunities prevalent in a given situation. The external environment study and analysis comprise of the political, social and economic factors prevalent at a given situation. The economic conditions, the social and demographic changes, political environment and technological advancement may provide an opportunity as well as threat for the existing business. The proper analysis may help the organization to identify the potential pest in the system and gravity of the risk involved to ascertain the action plan.

2.4 Cyber Security

In current scenario the current technological environment has put new risk factors like the cyber security and the data

security is new trends which all small/medium and big organizations are facing.

The cyber security is now imperative for any size of organization as this is posing a clear risk to all organizations, the policy makers are compelled to design a cyber security environment to save this entity of the organization from the potential risk of data being breached. Data of any organization remain a sensitive issue and all organizations are equally worried of the data protection from the possible risk and here the role of the strategic planner is very crucial as besides the other risk factors the data security is of prime concern.

2.5 Stakeholders factor Analysis

The analysis of the factors deals with the Employers, Employees Consumers, Vendors, social Community, Government as stake holders. The interest of these stake holders provides litmus test for any organization as this helps to identify the expectations of a stake holders in a given situation and this analysis may help organizations to identify the key factors involved to achieve their targets.

3 Conclusion

The strategic model design is a continuous and ongoing process and this involves the continuous monitoring of the external and internal factors,, risks and threats to analyze and to run an organization

with minimum risks and threats. The strategic analysis involves the risk analysis, the factors which may pose a potential risk for the organization and this also provide an opportunity for the organization to identify the key business gap which may provide additional business opportunities.

4 Acknowledgement

Acknowledging Prof. (Dr.) Gaurav Sharma for opportunity to write and publish on this topic and Prof. (Dr.) D. Jain for editing and formatting of manuscript. The International Association of Research Scholars (IARS) is to be acknowledged for their support in the publication of the study outcome.

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