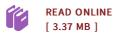




Strategic Analysis of Turkish Company Zorlu Energy

By Ilhan Yuece

GRIN Verlag. Paperback. Condition: New. 28 pages. Dimensions: 8.3in. x 5.8in. x 0.1in.Essay from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: Distinction, Prifysgol Cymru University of Wales, course: Strategic Management, language: English, abstract: This paper deals with the strategic analysis of the Turkish company Zorlu Energy and the derivation of alternative strategies and the selection of the final strategy derived amongst all strategies to compare the current strategy of the company. In the paper, an overview of the Zorlu Energy is given and to understand the current situation, a SWOT Analysis is done followed by an environmental scan, using the PESTEL and Porters Five Forces Analyses. After that TOWS Analysis is done for the generation of SO, TO, WO and TW strategies. All the strategies are tested from suitability, acceptability and feasibility point of view. Finally, the selected strategy and the reasons for the selection of it are explained and compared to current strategy of the company and also the organizational structure of Zorlu Energy is examined for the implementation of the proposed strategy. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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