

Application of strategic management models for the Post

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Abstract

In today's organizational world, looking at an organization's status from a strategic point of view is one of the necessary requirements for remaining in close competitive and business field. Undoubtedly, Post Company as one of the largest service organizations within the country is not an exception. According to this attitude that a company's strategic planning represents its development trend and orientation, this paper intended to use innovative strategic planning instruments to investigate status of the company in its industry and provide a spectrum of possible optimal strategies for managers of this organization. To accomplish such an important issue, first, Delphi technique and interview were used to identify external opportunities and threats (EFE) and internal strengths and weaknesses (IFE) and then draw matrix of strengths, weaknesses, opportunities and threats (SWOT). Afterward, Strategic Position and Action Evaluation (SPACE) matrix and Quantitative Strategic Planning Matrix (QSPM) are placed on the agenda. Finally, strategies in proportion to the company status were presented. The obtained results indicated that implementing competitive strategies seems to be the best possible choice for Post Company.

Key Words:

QSPM , SWOT, SPACE, EFE, IE, IFE