New Strategic Analysis Guidelines For E Signature And E

Diploma Thesis from the year 2003 in the subject Economics - International Economic Relations, grade: 1,5 , Heidenheim University of Cooperative Education, course: International Business Studies , 21 entries in the bibliography, language: English, abstract: The globalization of today’s market place has been subject to great attention. Whether or not a company participates directly in international business, hardly anyone can claim not to be involved in any way in the global market place. In fact, due to saturation tendencies in the domestic market, the dependency on international customers as well as the ever increasing pace of global competition, nearly all companies of any size and business level are faced with the impacts of the world market. Their performance, however, differs significantly. Especially for SMEs foreign expansion is the main challenge; minor foreign market knowledge, inexperienced staff and the dependency on day-to-day operations limit the possibilities for a systematic approach to foreign markets. In the literature of international marketing and management there is a variety of theoretical approaches concerning the process of internationalisation respectively the entry into foreign markets as well as market development. However, in many cases especially Small and Medium Sized Enterprises (SMEs) fail to interpret the theoretical approaches according to their needs and thus are confronted with a considerable gap between theory and their business reality. Being employed in a SME myself missing strategic planning and emotional decision-making has indeed been a part of my work experience during my cooperative studies. In my company I am now responsible as Area Sales Manager for the Scandinavian region, Austria and the United Kingdom and it will be my task to correlate the indications of theory with the necessities of the specific internal reality of my job assignment. As the company has started to re-organise export activities, the development of the British extraction technology market is a given task and at the same time the subject of my dissertation.

An analysis of the strengths, weaknesses, opportunities and threats of XYZ revealed several competitive advantages that the company possesses over its rivals as well as some areas of weakness that can be improved. Also, the analysis revealed the existence of numerous potential opportunities facing XYZ, and only a small number of weak threats. Specific considerations regarding the two alternative strategies proposed by this research (cost-leadership or differentiation) were developed for XYZ together with a set of recommendations on very specific issues the company should address. The final products of this study include a proposed business plan (based on the strategic analysis conducted for XYZ Research Corporation) and a teaching case study for use in Agribusiness and Human Resource classrooms. Revised edition of the author's Contemporary strategy analysis, 2013.

This book explores the evolution of agricultural marketing cooperatives within the framework of competitive strategy analysis. It also explores issues of horizontal and vertical integration and product differentiation by discussing new strategic directions that cooperatives might pursue. The latest volume in the popular management series introduces a series of practical methods for competing to win in today's marketplace while laying the foundation for tomorrow's success.

Providing a novel approach to business policy and strategic management, this book focuses on the implementation of a firm's competitive strategy throughout all levels of the organization.

NEW! Combined Text & Cases Version Considered by many to be the best textbook on Strategy, Contemporary Strategy Analysis 7th edition builds on the strengths of previous editions by introducing students to the core concepts and principles of strategy. In this most accessible
strategy text, Robert M. Grant combines clarity of exposition with concentration on the fundamentals of value creation and an emphasis on practicality. In this seventh edition, a greater focus on strategy implementation reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. Rob Grant eloquently combines theory with current real world examples and practice using a clearly written, logical and comprehensive style. Contemporary Strategy Analysis 7th edition is suitable for both MBA and advanced undergraduate students. Full teachings notes to the cases will be available upon publication at the companion website www.contemporarystrategyanalysis.com Contemporary Strategy Analysis 7th Edition is also available in a text only version – ISBN: 9780470747100

Ideal for MBA and advanced undergraduate students, Contemporary Strategy Analysis, 11th Edition delivers an accessible and insightful exploration of the fundamentals of strategic value creation. With a strong focus on practical strategies proven to work in the real-world, the text includes a multitude of case studies based on recognizable companies that illustrate the implementation of the concepts discussed within.

Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Cambridge, language: English, abstract: Unilever is a London-based fast-moving consumer goods company that sells its products in nearly 200 countries. However, it is neither the largest packaged consumer goods or food company as it has fiercely competitive rivals. In recent years, new corporate leadership has instituted changes, including a new mission and a new vision. These have resulted in a more positive relationship with consumers, a better public image, and an increasing presence in developing countries. Still, our strategic analysis of the company shows impending threats that can damage Unilever’s margin of profit and global stake in the fast-moving consumer goods industry. New brands, mounting competition, and an increase in taxation and regulations are mounting obstacles to Unilever's continued success. In order to overcome these and other future vulnerabilities, Unilever needs to continue its product and information technologies developments, introspection, campaigns, and external monitoring. Company Profile Unilever is an Anglo-Dutch company that consists of over 400 brands “focused on health and wellbeing” (Unilever, 2013a). Unilever sells its products to more than 190 countries and belongs to the fast-moving consumer goods (FMCG) industry. Specifically, it is the second largest packaged consumer goods firm after Proctor & Gamble (P&G), and it is the third largest food company after Nestle and Kraft Foods. While Unilever is based in London, England, it sells food, home, and personal care products over all major continents. Unilever was formed when the Dutch margarine company Margarine Unie merged with the British soapmaker Lever Brothers in 1930. The two companies decide to combine since they were often competing for the same raw materials, oils and fats, to make their products. Today, Unilever has adopted a new mission to...
‘Strategy Capsules’, useful chapter summaries; and questions for class discussion. All cases and examples have been updated or replaced. In this edition the teaching materials and web supplements have been greatly enhanced, with power-point slides, to give lecturers a unique resource.

This book is exceptional treatise on strategic planning for single-business companies that is at once academically rigorous and uncommonly practical.

Research Paper (undergraduate) from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 73 %, University of Sunderland, language: English, abstract: The Colgate-Palmolive company is acknowledged as the world’s leader in personal care. This report analyse the Colgate’s current situation in order to give recommendations on their actual toothpaste product line. The report is divided into two parts. The first parts will analysis the current situation of Colgate. On the basis of a Swot analyse the strengths, weaknesses, opportunities, and threats of the company as well as of Colgate’s toothpaste product line will be analysed. Furthermore additional information on the company’s current market share, profitability, sales and the external environment of Colgate within the scope of the PEST analysis will be presented. At the end of the first part the competitive advantage of Colgate will be mentioned. The second part includes a suggested marketing strategy of the author using marketing tools such as segmentation targeting & positioning, SMART objectives as well as the marketing mix. To better recommend improvements, the actual state of Colgate referring to their products, objectives, etc. is in some parts shortly mentioned. At the end a conclusion is drawn concerning the current situation of Colgate and suggested improvements for the future.

Google Earth is an increasingly popular geospatial application that lets users create, share and visualise maps in Google's proprietary Keyhole Mark-Up Language (KML). KML is similar to but incompatible with Open Geospatial Consortium's (OGC) open standard Geography Mark-Up Language (GML). This project aims to determine the best strategic response to the impact that KML may have on a company, Galdos Systems, whose business is based on OGC standards. The current situation is analysed on three levels: the Geographic Information Systems (GIS) industry, the OGC-related industry segment, and the firm. In addition, an application of the theories on diffusion of innovation and economics of technology standards assesses the potential of KML to substitute for GML. The analysis concludes that KML is not a threat to Galdos, and that Galdos should treat KML as an opportunity to be approached using real-options reasoning and within the context of their current strategy.

Crossan is a concise, practical guide for the strategic management course. The text provides an organized set of concepts and procedures for analyzing and acting on strategic problems. It takes the point of view of the general manager and presents a consistent, operational approach to analyzing and acting on strategic problems. This revision sees the addition of two new authors, who bring a wealth of experience in developing and teaching this course, and a commitment to excellence. The revision revolves around currency, with new and updated examples and cases, as well as reflect changes to strategy practice and theory.

While significant insights have been gained, the field of factors underlying firm success is still highly fragmented, often oversimplifies the interrelation between success factors, and remains inherently static in its approach. Sebastian Raisch establishes three models to address these limitations and validates them in a field study of global media enterprises.

This practice guide on procurement strategy brings together methods and tools used by global purchasers across different industries. The authors lay major focus on the themes of global sourcing, risk management, and the dynamic topic of negotiation strategy. The authors
present their perspectives on all important questions of strategic procurement such as: how to manage a heterogeneous supplier structure across different branches and how to deal with partners from diverse cultures? How to solve procurement crisis and proactively avoid them? How does off-shore team management work and how to increase the value-add for both internal and external purchasing? These themes are discussed along with numerous practice-based cases. The authors lay an ideal ground for global purchasers to help with their strategic and operational needs, including technological topics such as e-procurement.

Strategic Market Management, helps managers identify, implement, prioritize, and adapt market-driven business strategies in dynamic markets. The text provides decision makers with concepts, methods, and procedures by which they can improve the quality of their strategic decision-making. The 11th Edition provides students in strategic marketing, policy, planning, and entrepreneurship courses with the critical knowledge and skills for successful market management, including strategic analysis, innovation, working across business units, and developing sustainable advantages.

This paper presents a strategic analysis of the online internet advertising industry for the software company Fawkes Technologies. The paper researches the business environment for the company's application WirelessFriend.com, determines its competitive position in the industry and crafts strategies for company growth. An industry analysis is conducted to determine the key success factors for firms that compete in this industry. The feature coverage and market segments of the leading companies are analyzed and the strategic positions of the current competitors are presented to identify the strategic alternatives. Competitors are compared to explore the opportunities and threats for the WirelessFriend.com service in this operating environment. Several criteria are established to evaluate the strategic alternatives based on the environment: resource requirements, management preferences and organizational capabilities. An alternative assessment and internal analysis are conducted to choose the strategy for WirelessFriend.com and a recommendation is concluded for Fawkes Technologies. The 2nd edition of Strategy in Practice presents a practitioner focused approach to strategy. It is increasingly recognised that the ability to adapt classic formulas to changing circumstances and develop fast, sound strategic thinking is what differentiates the successful corporate leader. Developed from experience in industry this successful text will include an instructor site with PowerPoint slides, extra examples and exercises, and links highlighting changing business practice. While rigorously founded on current thinking and theoretical concepts in the field of strategic management it aims to: • provide the strategy practitioner with a systematic and insight-driven approach to strategic thinking • establish and translate the relevance of strategy theory to its application in the practice field • lead the reader through the strategic thinking process, beginning with the formulation of compelling and clearly articulated strategic questions that set the scene for practical issues • provide tools of strategic analysis in combination with informed intuition to understand the strategic landscape.

Pooling the expertise of leading researchers Issues in Management Accounting critically explores a broad range of issues in a concise, digestible style. Both students and practitioners specialising in this area will find this book an essential guide to the many developments affecting management accounting theory and practice.

The book is a tribute to Johan Jorgen Holst, Norway's late Minister of Foreign Affairs. It considers the outstanding issues of our time: the high politics of East/West confrontation and the post-Cold War readjustment in Europe. Holst contributed significant ideas to the handling of these issues. Though representing merely a small state, Johan Holst's mastery of the subject-matter and authoritative personal presence gave him an influential voice in high-level discourse on Western policy during more than two decades.

Schools will not be able to continue to improve unless they move away from an over-concentration on the short-term and focus on the
strategic nature of planning and development. The more targets, the less the effects - what we need is strategy and sustainability. This book links school improvement planning and strategic development for leadership enhancement as well as for management accountability. Short-term planning, in the form of target-setting plans aimed at improving standards, has gained increasing importance. While the book agrees that this is necessary, it puts forward the view that short-term planning is not sufficient for the longer-term development of the school. Sustainability and strategic development are of critical importance and for these the authors believe that a more holistic approach to planning is necessary. To that end, this book links short and longer-term planning in a framework, which supports the strategic development of the school. The authors are national experts in the field and in preparing this text have worked extensively with headteachers, deputy headteachers, governors and those participating in NPQH and masters programmes in educational leadership and management. Though their primary concern, organizations in the creative industries don’t only succeed or fail based on the exercise of their creative resources. Their fortunes also depend on their understanding and approach to the problem of competition. In Strategic Analysis: A creative and cultural industries perspective, Jonathan Gander offers a much needed introduction to how the practice of strategic thinking and analysis can be applied to this diverse and dynamic field. The book employs a range of competitive scenarios and case studies in which to practically apply a recommended set of analytical frameworks and examine the strategic challenge facing the enterprise and the wider sector. This concise and practical text focuses on providing a clear series of steps through which to identify and tackle strategic issues facing an enterprise, making it perfect reading for students and practitioners in the creative sector who seek a strategic understanding of the competition they are involved in.

From the author: This 3rd edition is about organized common sense in the fire service. Section One provides support to fire departments that already have a strategic plan and just need to update and revise their existing plan. I have found over my 30 years of consulting with fire department’s that they want to accomplish their next iteration of their strategic plan as rapidly as possible. Section Two provides a detailed “How-to” guide to help a fire department create its first strategic plan. Section Two is divided into four parts: (1) Understanding the Department, (2) Understanding the Situation, (3) Understanding the Strategic Issues Facing the Department, and (4) Creating Organizational Change. A new chapter (Chapter 20) provides assistance to those departments having challenges with their strategic plan and obtaining the desired outcomes/results. It adds a new troubleshooting process for those departments having challenges to create an effective and successful strategic plan. The book is designed to be effective as a manual to develop an individual fire department’s strategic plan as well as a textbook for use in upper division college/university courses or as a text for post-graduate courses.

Strategic Analysis of Business is vital reading for CEOs and senior executives, heads of strategy, current and future entrepreneurs, investors - especially corporate business development managers - and any businessperson who has responsibility for analysis of Business, industry, Competitive Situation by application of SWOT, TOWS and BCG Matrix to tackle the business-related issues, challenges, and problems associated with business. This book is specially designed for those who are the students of Business, MBA, PGDM & Executives. IT management, businessperson, entrepreneurs, operating managers, middle-level managers across the management consultant, business executives and business professionals such as director of forecasting and planning, forecast manager, director of strategic planning, director of marketing, sales manager, advertising manager, CFO, financial officer, controller, treasurer, financial analyst, production manager, brand/product manager, new product manager, supply chain manager, logistics manager, material management manager, purchasing agent, scheduling manager, and director of information systems.
An important companion to Intelligence-Led Policing, which is included in many promotional required reading lists. Enhances both learning and teaching! For students: Includes a synopsis of each chapter, learning objectives, test-taking tips, fill-in-the-blanks and multiple choice questions, and case studies. For instructors: Includes a course outline, essay questions and answer keys.

The book aims to improve our understanding of what it means to create high-quality analytical products by focusing on the concept of relevance for policy-makers. Despite variations in context, strategic analysts in different sectors (in both intelligence and non-intelligence government organizations, private consultancies, think tanks, and academia) face similar problems in identifying the needs of their clients and setting up organizations with the mandates, structures, and personnel necessary to address those needs. The objective is therefore to identify these common challenges, compare solutions, and share lessons learned. To do so, broader thematic reflections on strategic analysis are combined with innovative case studies of how organizations have worked to successfully produce relevant analysis. The first section explores challenges to achieving relevance at the level of the analyst, while the remainder of the book analyses cases at the level of organizations.

The boom of internet is causing another industrial revolution. It is necessary for Chinese airlines to develop E-business in order to keep their competitive advantages. China Southern Airlines is the first Chinese airlines to enter E-business sector and is fairly successful in Chinese civil aviation market. However, comparing with British Airways, current E-business strategy in this company quite falls behind. After a strategic analysis, it is clearly that E-business is a profitable strategy for China Southern Airlines and should be applied further. It is quite urgent for China Southern Airlines to enlarge and improve its E-business strategies so that it can consolidate its leading position in this market segment. Therefore, some reasonable future strategic choices are put forward and a recommendation is given. On the other hand, the explosion of Chinese economy provides a rapid growth of air traffic world widely. British Airways and other foreign airlines would increase their profits significantly from Chinese air market.

With the current Second Growth and Transformation Plan (2015-2020), the Government of Ethiopia expects the agro-industrial sector to play key role in economic growth of the Country. Accordingly, the creation of Integrated Agro-Industrial Parks has been identified as one of the key mechanisms for accelerating the development of the sector and the structural transformation of agriculture. Agro-industrial parks will play a significant role in transitioning Ethiopia from an agricultural-led into an industrial-led economy. In view of that, the development of Integrated Agro-Industrial Parks has been prioritized in Ethiopia’s national development strategy and four Agro-Industrial Growth Corridors have been selected for piloting the establishment of four Integrated Agro-Industrial Parks. The initiative aims at driving the structural transformation of the Ethiopian economy while reducing rural poverty and creating a better environment for increased investments in agro-processing and allied sectors. Since 1981, FAO has been a strong partner of the Government of Ethiopia towards the achievement of national food security and economic growth goals. FAO is working closely with the Ministry of Agriculture and Natural Resources to empower value chain actors and to promote inclusive, efficient and sustainable agricultural value chains. The present document is the second one of a series of detailed analyses of prioritized commodities, which will lead to inclusive, sustainable and stronger agricultural value chains in the Agro-Commodities Procurement Zone of the pilot Integrated Agro-Industrial Park in Central-Eastern Oromia.

Technology forecasting is one of the most formidable challenges facing many organizations. In A Manager's Guide..., Stephen Millet and Edward Honton provide a guide for corporate and technology managers, planners, and analysts looking for a foundation on which to base technological forecasts and decision making. The authors assess 20 forecasting methods, evaluate their advantages and disadvantages, and
suggest applications and uses. This book provides a profile of the technology forecasting and strategy analysis methods available today to
guide input to the corporate decision-making process. Trend Analyses: Trend Extrapolation, Time Series Estimation, Regression Analysis,
Econometrics, Systems Dynamics, S-Curves, Historical Analogies, Input-Output Matrices, Patent Trend Analysis, Scientific Literature
Analysis, New Trend Analyses Techniques. Expert Judgment: Interviews, Questionnaires, Group Dynamics Multi-Option Analyses:
Scenarios, Simulations, Paths and Trees, Portfolio Analysis Conclusions: Forecasts, Recommendations for Managers
Strategy and strategic planning at the firm level often gets a bad reputation because managers aren't trained in it and the tools are unfamiliar,
infrequently used and often poorly applied. The outcomes of these efforts can therefore be incomplete, biased, and far too subjective -- and
the results disappointing. One purpose of this book is to overcome this problem of familiarity by developing a systematic approach to
conducting a strategic analysis. From assessing the general industry environment to analyzing industry forces and firm resources, well known
models are introduced and explained. This culminates in selecting a strategy that is consistent with industry and firm specific conditions.
Another problem is that the entire strategic process might seem fruitless, especially if it is treated as an episodic or occasional task. If the
result of all that work is a document that gets put on a shelf or in a closet, what is the point? The second purpose of this book is to develop
the idea that strategic development is a broad based and ongoing process. Strategy may ultimately be the responsibility of the CEO but it
needs (and benefits) from the engagement of others. Done right, that engagement and development aligns the organization more effectively.
In addition, the models connect to and reinforce each other. To use them well requires reflection and revision. In short, the process is not ever
completely done - it becomes less an end than a shared way of looking at the world.
The bestselling guide to nonprofit planning, with proven, practical advice Strategic Planning for Nonprofit Organizations describes a proven
method for creating an effective, organized, actionable strategy, tailored to the unique needs of the nonprofit organization. Now in its third
edition, this bestselling manual contains new information about the value of plans, specific guidance toward business planning, and additional
information about the strategic plan document itself. Real-world case studies illustrate different planning and implementation scenarios
and techniques, and the companion website offers templates, tools, and worksheets that streamline the process. The book provides
expert insight, describing common misperceptions and pitfalls to avoid, helping readers craft a strategic plan that adheres to the core values of
the organization. A well-honed strategic plan helps nonprofit managers set priorities, and acquire and allocate the resources necessary
to achieve their goals. It also provides a framework for handling challenges, and keeps the focus on the organization's priorities. Strategic
Planning for Nonprofit Organizations is an excellent source of guidance for managers at nonprofits of every size and budget, helping readers
to: Identify the reasons for planning, and gather information from internal and external stakeholders Assess the current situation accurately,
and agree on priorities, mission, values, and vision. Prioritize goals and objectives for the plan, and develop a detailed implementation strategy
Evaluate and monitor a changing environment, updating roles, goals, and parameters as needed. Different organizations have different needs,
processes, resources, and priorities. The one thing they have in common is the need for a no-nonsense approach to planning with practical
guidance and a customizable framework. Strategic Planning for Nonprofit Organizations takes the fear out of planning, with expert guidance on
the nonprofit's most vital management activity.
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In the last few years, competition has become increasingly more complex, variable and dynamic, as can be seen in phenomena like
globalization and technological acceleration. To cope with the dynamism and uncertainty of competition, enterprises need capabilities that
enable them to respond to competition, as well as to improve their analytical skills and knowledge in order to better manage new strategic
projects. Strategic analysis uses both quantitative and qualitative tools to understand both competitive contexts and available company
resources. In Strategic Analysis: Processes and Tools, author Andrea Beretta Zanoni develops a theory of strategic analysis and offers
models for the application of strategic analysis tools during all phases of the process including planning and decision-making, the
development of control, and the formulation of a strategic diagnosis.

Real-world strategic management practice in an interactive micro-case format The Strategy Pathfinder presents an innovative, dynamic guide
to strategic thinking and practice. Using real-world case examples from companies like Apple, the BBC, Hyundai, LEGO, McDonalds, Nike
and SpaceX to illustrate critical concepts, this book enables readers to actively participate in real-world strategy dilemmas and create their
own solutions. Strategy Pathfinder’s ‘live’ micro-cases provoke discussion about business models, value creation, new ventures and more,
while its complimentary instructional content introduces you to the best ‘classic’ and new tools of strategic management. Rather than
passively reproducing past and current ideas, Strategy Pathfinder encourages strategic thinkers to learn by doing. The book is designed to
help the reader to develop a clear understanding of key concepts while shifting your thought processes towards real strategic action and
innovation by enabling you to: Use strategy theories and frameworks to engage in analytical and creative discussions about key strategic
issues facing real companies today Form strategic views for yourself, and test them against the views of others Effectively make and
communicate recommendations based on solid strategic analysis that stand up to scrutiny from multiple stakeholders Become an active
producer of new strategic ideas rather than a passive receiver of past wisdom This third edition has been updated with new chapters and
cases to reflect the latest, cutting-edge issues in strategic thinking and practice. And the updated companion website offers students,
instructors and managers more resources to facilitate understanding, interaction and innovation. As an active learning experience, The
Strategy Pathfinder 3rd Edition engages the reader in the work of strategy practitioners. By arming you with the empirical research you need,
and the best strategic management theories and frameworks to better analyse situations you're likely to encounter or already facing in your
career, The Strategy Pathfinder teaches you how to improve your strategic thinking and practice, and develop your own strategic pathways
for the future.

Evaluates options for Air National Guard combat support and reachback missions in four Air Force mission areas to support the Air and
Space Expeditionary Force, investigates transformational opportunities for the ANG that would add the most value in achieving the desired operational effects, and considers how changes in unit and above-unit policies are likely to affect Total Force capabilities.

Strategic Analysis and Action

Inhaltsangabe: Introduction: The construction industry is one of the most booming industries in the world. In particular, in the United Arab Emirates this industry has experienced a constant growth over the course of the last few years. Driven by the UAE s oil wealth, the country has witnessed an unmatched development and transformation. Oil revenues have lead to a driving construction boom and completely change the face of the state. The construction industry is still one of the engines of economic growth in the UAE. One of the highest concentrations of cranes in the world speaks volumes about the incredible pace of construction taking place, particularly in Dubai and Abu Dhabi, but also in the other emirates. The fact that about 30,000, or 24 percent of the world’s 125,000 construction cranes are currently operating in the region speaks for itself. The UAE’s construction projects stands out clearly from building projects in other parts of the world, due to the fact that there is no constraint on constructional imagination and there is no place in the world where construction moves as fast as in the UAE. With some of the most innovative mega projects such as Burj Khalifa (the tallest building in the world), or The Palm Jumeirah, The Palm Jebel Ali and The Palm Deira (the world’s largest man-made islands) with epithets of world’s biggest, best, and tallest the UAE construction industry remains unbeaten. The construction industry is a complex environment in which each organization is faced with numerous opportunities and threats. This academic paper provides an in-depth analysis of the fast growing construction industry in the UAE, while scanning the construction business for opportunities and threats. This thesis implements the PESTEL analysis that will be used to analyze the UAE’s construction industry. The main objective of this paper is to identify the factors in the macro-environment that might affect an organization. Having the PESTEL context, this output is used to execute a SWOT analysis. The PESTEL factors combined with external micro-environmental factors are classified as opportunities and threats in a SWOT analysis. Thus, the thesis also aims to identify the opportunities and threats in the construction business. This academic paper does not assess company’s internal strengths and weaknesses. Through strategic analysis of the UAE’s construction business this paper creates an adequate framework that helps participants of the [...]