

APPLICATION OF DIFFERENT TOOLS OF ANALYSIS OF EXTERNAL AND INTERNAL BUSINESS ENVIRONMENT AND IDENTIFICATION OF BUSINESS STRATEGY ON EXAMPLE OF OMANTEL COMPANY.

Anna Stalinska, Modern College of Business and Science, Oman, email: an-nastalinska@gmail.com

Ibtihal Al Hooti, Modern College of Business and Science, Oman

Moza Al Wahaibi, Modern College of Business and Science, Oman

Abir Al Hamrashdi, Modern College of Business and Science, Oman

Layla Al Maashri, Modern College of Business and Science, Oman

DOI: 10.32342/2074-5362-2018-25-6

Key words: generic business strategy, business environment analysis, SWOT

This article is devoted to the topic of strategic management concepts application based on examples of one of Omani business organizations. The publication reveals analysis of the components of external and internal business environment which is used to identify strategy pursued by the Omani company. The main purpose of the publication is to share the results of application of some of strategic management concepts, such as environmental analysis, SWOT analysis, generic strategies and strategies which help companies to strengthen competitive position in the market. Authors conducted a descriptive analysis of business environment of Oman, revealing threats and opportunities for OmanTel associated with Macroeconomic factors of Oman. Also, authors used descriptive analysis of the company' internal environment to find out its strengths and weaknesses. Results of SWOT are used for identification of generic strategy pursued by the company using deductive reasoning method.

The result of this study can be used by the company to revise effectiveness of its strategy.

The article reveals application of the concepts, using different tools for analysis. The results of the work are relevant due to the importance of strategy for any business organization in order to improve its performance, gain and strengthen its competitive advantages and keep or improve its competitive position in the market.

The obtained analysis enables further improvement of strategy pursued by the company and achieve better performance.

In modern conditions, dynamic business environment have direct and indirect impact on any business organization' ability to compete and progress. Such study captures only some aspects of complex business environment of Oman and by the nature of it is limited in its attempt. The study can be developed further with consideration of more factors from business environment and more deep analysis of each of its constituents.

Despite the limitations, the results are quite impressive and useful for understanding complexity of business environment of Oman, some aspects of the business organization and its path in keeping its competitive position.

References

1. Thompson, Jr. Arthur A., Margaret A. Peteraf, John E. Gamble, and A.J. Strickland III. *Crafting and Executing Strategy*. 18th ed. McGraw-Hill/Irwin: New York. 2012.
2. Oman Telecommunications Company. Retrieved November 2018. Available at: <https://www.arabianbusiness.com/companies/oman-telecommunications-company-66979.html> (Accessed 21.11.2018).

3. Oman telecommunication company. Retrieved November 2018. Available at: https://www.OmanTel.om/wps/portal/OmanTel/About%20us/Media%20Center/Details!/ut/p/z0/fY7BTsMwEER_JZeevXZM4x5TCRWhSPTAofWl2hjHcet609hUiK_H0FORYE-zejOjYZrtmI549Q6zp4ih_Hu9PMAG2qe1Et3L41pB2702W7GR9bYT7Jnp_w2lwR8vF90ybShm-5HZjs5YVDjYuIDPkv7jEH7wSgglSskDDfgGyGHVPMgBQPF77Ea-BHwfUu9M4tTXt3IHOPZKBCeIA4aTsVLGI_lfmGyvCs7NJJyspyAWUCZaQ-cq2fnqjU1Vpup7eoV-nmjOiU0nvf8CH_fpJA!!/ (Accessed 12.11.2018).
4. Postpaid Data Plans & Postpaid Internet | OmanTel. Retrieved November 2018. Available at: <https://www.OmanTel.om/Personal/mobile/Postpaid> (Accessed 20.11.2018).
5. Retrieved November 2018. Available at: <https://www.OmanTel.om/About%20us> (Accessed 17.11.2018).
6. OmanTel SWOT & PESTLE Analysis - SWOT & PESTLE.com. (10, NOV 2018). Retrieved November 2018. Available at: <https://www.swotandpestle.com/OmanTel/> (Accessed 10.11.2018).
7. Oman Telecommunications Company SAOG (OmanTel) - Stock Price and Performance on ZAWYA MENA Edition. Retrieved November 2018, Available at: <https://www.zawya.com/mena/en/stock/212103/oman-telecommunications-company-saog/OTEL.OM/> (Accessed 22.11.2018).
8. OmanTel Wholesale. Retrieved November 2018, Available at: <https://www.OmanTel.om/Wholesale/overview> (Accessed 22.11.2018).
9. Retrieved November, 2018, from <https://www.itu.int/net4/ITU-D/CDS/SectorMembersPortal/index.asp?Name=721> (Accessed 17.01.2019).
10. Tafaseel. Retrieved November 2018, Available at: https://www.OmanTel.om/About%20us/Media%20Center/Details/OmanTel%20voted%20best%20telecom%20brand!/ut/p/z1/jZDBbsIwEER_Jf0A5LXjknB0AnGgpo4UUFNfkCmBpkpslFoc-vW1AFWqaET3NtKb2Z1FCIVIGX1qDto1lujW61c13gAHlicEXKWxMDEKioIp2EhCHo5AxNC4pxSLGTGpsAwTKJHmgHEGKn_-GFgGNzzL-4BvgHpl-nygNRRu_dRY_YWVbbTtxtVtcLKu3gXb-tMFxtZvtgu2vTY7f5f6ncyJxD75KZ1R-ry_Q8_AK_FTnOR4DW2dlwtMSy-QG-OM3lxXD5Uvdo2O3rr7Evpx_0Idv85xb_w!!/ (Accessed 22.11.2018).
11. Oman Telecommunications Company (OmanTel). Retrieved November 2018, Available at: <http://mujeed.om/company/4219/Oman-Telecommunications-Company-%28OmanTel%29/> (Accessed 22.11.2018).
12. Turner, P. (2017, September 26). How to Use the Best Cost Provider Strategy. Retrieved November 2018, Available at: <https://bizfluent.com/how-7441362-use-cost-provider-strategy.html> (Accessed 22.11.2018).
13. Thompson, Arthur A. Strategic management, concepts and cases. ISBN:0071121323 Call Number: 658.4012. THO 2003.
14. Hitt, Michael A. Strategic management, competitiveness and globalization. ISBN: 0324000111. Call Number: 658.4012. HIT 1999.
15. Hill, Charles W. L. Strategic management, an integrated approach. ISBN:0395592453. 658.4012. HIL 1992.

Одержано 12.09.2018.