

Homogeneity among Diversity

Authors : Yu Guang

Abstract : "Case studies are the preferred strategy when 'how' or 'why' questions are being posed." Therefore, the study is based on two cases: strategy performed in JingNan War and by NIKE. The two samples are chosen as they are of comparability. Data are gathered and PEST and SWOT are used as analysis models to examine their strategic employment in order that the answer to brilliant strategies in variety is found. The niche strategy has been used in the past and present, in the battle fields and business. The homogeneity among diversity is the skill of performing strategies.

Keywords : challenger, homogeneity, managing diversity, niche strategy

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