

## CHAPTER OVERVIEW

### 5: Module 5 - Strategic Analysis

5.1: Key Ideas

5.2: Strategic Analysis - Understanding a Firm's Competitive Environment

5.2.1: Introduction to Strategic Analysis

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5.2.5: A Firm's Micro Environment- Porter's Five Forces

5.2.6: The Internal Environment

5.2.7: Competition, Strategy, and Competitive Advantage

5.2.8: Strategic Positioning

5.2.9: Summary

5.3: REVIEW - SWOT Analysis (attachment)

5.4: WATCH - PESTEL Analysis

5.5: WATCH - The 5 Forces Analysis Explained

5.6: WATCH - Porter's 5 Forces

5.7: WATCH - Porter's 5 Forces Example (TESLA)

5.8: WATCH - Resources and Capabilities Analysis

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