



Teacher guide

Business strategy - TNT

Where does the lesson fit?

This session would follow learning about aims and objectives of a business, either as an introductory module to business studies or in a specific Objectives and Strategies module.



Suggested resources & activities related to business strategies and TNT.

- Full TNT case study
- Business strategy PowerPoint
- Mission, aims and objectives TNT lesson resources
- TNT crossword
- TNT word search

Suggested timings for the session

10 mins	Starter e.g. TNT crossword
5 mins	Use the Business Strategy PowerPoint to discuss the topic area
5 mins	Read the case study
10 mins	Questions
20 mins	Task . develop a strategy map for a familiar organisation
10 mins	What have you learned?

Answers to questions

1. Define business strategies.
Business strategies are medium to long-term plans for achieving aims and objectives
2. Describe the things that TNT takes into account when developing strategies.
TNT considers:
 - The services it offers
 - The areas in which it operates
 - How to build competitive advantage



THE TIMES 100

BUSINESS CASE STUDIES

3. Explain how SWOT analysis can be used when developing business strategies.
Strategies are plans for how a business gets from where it is now to where it wants to be. A starting point for developing strategies is therefore to find out where the business actually is now. SWOT analysis is a tool that can be used to assess the current business situation. Strengths and weaknesses look at factors within the organisation, whereas Opportunities and Threats are concerned with the external environment in which a business operates.
4. Analyse why organisations may use a strategy map.
Organisations like TNT may use a strategy map to:
 - Communicate with stakeholders how the company will meet its goals.
 - Act as a practical guide and framework for achieving business objectives.
 - Serve as a reference point for the whole organisation so everyone is focused on the aims and objectives and understands his or her role in it.

What have you learned?

Expected learning would include:

- Strategies are the plans that help business achieve their aims and objectives.
- Strategies take into account financial, operational and human resource requirements.
- The competitive environment will affect business strategies.
- Strategies are delivered through a series of shorter term tactics.
- Strategies can be developed for different levels within an organisation.
- SWOT analysis can be used to determine the current business situation before developing strategies.
- There are three generic competitive strategies according to Porter . cost leadership, differentiation and focus.