CAN STRATEGIES OF SUCCESSFUL IT COMPANIES BE RELEVANT TO COMMERCIAL ORGANIZATIONS IN BAHRAIN? 
A COMPREHENSIVE STUDY OF CORPORATE STRATEGIES ADOPTED BY GLOBALLY SUCCESSFUL IT COMPANIES

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ABSTRACT

Strategy is about the most important issues for the future of organizations. Strategy is also important to explore several strategic options, investigating each one carefully before making strategic choices. The essence of organizational strategy is to choose one strategic position which is unique. A strategy is an integrated and coordinated set of commitments and actions designed to make use of core competencies which can lead to sustainable competitive advantage. Strategy can be viewed as the organization’s match between its internal capabilities and its relationship with different stakeholders. The study incorporates a rigorous and systematic effort to uncover the strategies and its impact on the company’s performance by analyzing case studies, articles and the annual report of Google Inc. and Apple Inc. The study incorporates the Strategic focus and Competitive advantage of Google Inc. and Apple Inc. This study aims to identify product portfolios and also investigate the main factors and forces behind sustainable competitive advantage of these companies. The study also identifies the main competitors and highlights competitive advantage of Google Inc. and apple Inc. The study also attempts to find out the relevance of the strategies adopted by Google Inc and Apple Inc. which are globally successful IT companies in the context of Bahrain. The findings of the study highlight Google’s strategy to expand its product offering to provide enhanced user experience, cost-effective online advertising, stringent standards for employee recruitment, good relationship with its employees, heavy investments in building technical proficiency and innovativeness, development of rich and unique organizational culture, maintain very strong and cordial relationship with internet users, advertisers and websites, strategic acquisitions, focus on mobile market and strategic leadership. Apple Inc. strategies on the other hand focuses on its ability to design and develop its own operating systems, its ability to focus on research and development and innovate, unique mix of distribution network, contribution of Steve Jobs and empowered Board of Directors. These strategies coupled with its resources and unique capabilities form the basis of sustainable competitive advantage for both the companies. The study also concludes that the strategies of these globally successful IT companies are relevant and can be a source of inspiration and guidance to organizations in Bahrain.

KEY WORDS: Strategy, Sustainable Competitive Advantage, Product Portfolio.
References


