Macro/micro environment plays a major role in influencing a firm’s competitive strategy

Description

Essay topic - drawing on recent publications, find a case study in which changes in the macro environment play a major role in influencing a firm's competitive strategy. Contrast this with a second case in which micro factors play a more important role. Which of the two factors (macro or micro) are the most influential? Evaluate.

It should be continuous text in a form of essay, without table of contents.

1. Introduction - around 10% of the total text, giving some overview and definitions of firm's competitive strategy.

2. Macro environment, analyse a case study of multinational company (it could be Nike) on the base of PESTEL analysis - 40% of the total text. How this analysis applies and which factors are effecting the company. Focus more on economic factors. Other factors should be analysed as well (like legal or political, but not to such extent as economical).

3. Micro environment - any other (different) multinational company on the base of Porter's Five Forces - 40% of the total text. All five aspects of the model should be analysed, what is the impact of micro factors in the competitive strategy.

Additionally, you can state the type of the chosen company (oligopoly, monopoly, etc.). To analyse in more details industry itself, how suppliers, consumers affect the strategy.

4. Conclusion - around 10% of the total text, which one of two factors is more influential based on chosen company examples.