

Developing Competitive Strategies Based on SWOT Analysis in Porter's Five Forces Model by DANP

Melahat ÖNEREN
Kırıkkale University
Business Department,
Kırıkkale, Turkey
melahatoneren@mynet.com

Tayfun ARAR
Kırıkkale University
Business Department
Kırıkkale, Turkey
tayfunarar@kku.edu.tr

Gülşen YURDAKUL
Kırıkkale University
Business Department
Kırıkkale, Turkey
gulsen.yurdakul10@gmail.com

Abstract

In such a competitive business area, companies which are especially pioneers in the sector try to develop sustainable and competitive strategies to retain their positions in the market. In this purpose, in literature many theories have been developed. Because each of those strategies have their own strong and weak sides, developing new strategical analyses keeps on. In this research an integrated model of SWOT (Strengths-Weakness-Opportunities-Threats) Analysis and Porter's Five Forces Model has been used to develop a competitive strategy model for a business firm in food sector by DEMATEL (Decision Making Trial and Evaluation Laboratory) and ANP (Analytic Network Process) techniques. Based on results, in regards of relative important items those are related to strengths and opportunities in competitors force which have considerable weights in the global weights table, maxi-maxi type competitive strategies have been developed for the company.

Keywords: SWOT Analysis, Porter's Five Forces Model, DEMATEL, ANP, Competitive Strategy