

CORPORATE STRATEGIES

BENEFITS

- Gaining economies of scale in operations and functions
- Enhancing competitive position vis-à-vis industry competitors
- Providing opportunities for employee professional development and advancement

HR ISSUES

- Planning for new hiring
- Alerting current employees
- Ensuring quality and performance standards are maintained

INTERNAL METHODS

- Penetration of existing markets
- Developing new markets
- Developing new products or services for existing or new markets

EXTERNAL METHODS

- Acquiring other organizations
- Vertical integration

HR ISSUES

- Merging organizations
- Dismissing redundant employees

STABILITY

- Maintaining the status quo due to limited environmental opportunities for gaining competitive advantage.
- Few employees will have opportunities for advancement.
- Critical that management identify key employees and develop specific HR retention strategies to keep them.