

JUSTIFICATION OF STRATEGY SELECTION

VIST LTD is a leading Ukrainian producer of personal computers, servers, notebooks, a provider of a wide range of computer equipment, office equipment, solutions and services in information technology, customer service.

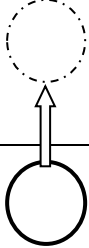

Since foundation in 1993, the main goal was declared as the maximum satisfaction of consumers with quality products and services.

The next stage of company development was the creation of internet-store of computer equipment. To create this project, we made an analysis of consumers. We select the criteria that were identified as suitable for the process of segmentation. The selected method is grouping of computer consumers and selected criteria are age, the level of income, hobby.

This result will be the basis for the formation and selection of most attractive segments. The largest customer segments able to consume a large amount of our products. The potential consumers, relating to the selected segments are:

- Consumers aged 18 to 35 years for middle-income, addicted to computer games;
- Consumers aged 18 to 35 high-income, addicted to computer games.

The growth of this segments was confirmed by world trends. Technologies associated with all gaming platforms are developing at an incredible rate. ABI Research company predicts that the volume of global games market by 2011 will reach 65.8 billion dollars.

Market Attractiveness	High			
	Average			

	Low			
		Low	Average	High
		Comparative advantage in the market		

Conducted a SWOT-analysis to evaluate key aspects of internal and external environment company. Complementing the findings by expert estimates - the low presence of companies with high competence in the industry, and high margins in the segment, the goal is: increasing the size of the target audience.

For analysis and selection strategy we will use a matrix GE / McKinsey, because we do not have numeric data about market indicators.

According to the results estimates of factors we can say about average value of relative advantage in the market, and the average of the attractiveness of the market. It is included in the received data matrix for analysis.

So, our company has got into the segment with an average attractiveness of the market and the average relative advantage in the marketplace. Based on the analysis of the factor values and the resulting matrix, we can conclude that the most effective strategy is to develop a segment of video game computer components. Confirmation of the choice by the fact that the domestic market of computer equipment during the financial crisis loosed volume at a faster pace than foreign markets. Consequently, the market will recover rapidly.