

MARKETING STRATEGY

Based on works of German war strategist, Karl Von Clausewitz

What is the aim or purpose of strategy? To improve our ability to shape and adapt to unfolding circumstances, so that we can survive on our own terms

- **First rule of warfare** Have superiority of defense.
- **Guirella War:** Find the small niche, such as Korean students. Become a king of this area first. Defend this area to the best, conquer and become king of this niche.
- **Rule: Attack!** How can we decrease competitor's market share? What are the weaknesses of smaller schools? **Decide whom to attack: Smaller Schools or other international Schools?** What would be our key points against each type? Take business away from smaller schools by bigger advertisement, bigger selling, bigger research department, bigger sales outlet. Reinforce success. Abandon failures.
- **Battles are won by superior leadership? Superior strategy or superior weapons?**
Rule: Defensive form of war in itself is stronger defense. Offense gets glamour but its strong defense that wins the football matches, ask any coach. Means our defense is our existing customers. More satisfied, happy we can keep them, they will bring us more customers.
- **Battles are fought in human brain. Brain of parents, teachers, students and Mgmt.**
- **Make a winning definition for the school:** What do you really want? Large number of enrollments? Maximum money? Survival? Popularity? Best Work Systems, Excellence or Better Student Exper.?
- Do we plan and then try to make circumstances fit those or do we make plans that fit circumstances?
- One objective should dominate strategy, meaning single point attack. Each objective requires different resources, different strategy, different goal, different and marketing strategy.
- **Rule: Strategy directs tactics.** Tactics may strategy for a short period of time but in long run when tactics themselves become your strategy, then consequences stresses the unity of strategy. In short, Single advantage can not be separated from the result of the whole.
- **Operation Strategy cannot be divorced from tactics.** Why not follow traditional way of Management decides what to do and employees decides how to do it?
- **General is not a soldier. Physical attributes of a soldier do not apply to a general.** Different Management, Administration and Academic functions need different leaders and thinking.
- **Strategy and Timings are Himalayas of Marketing Strategy, everything else is cats kills!**
- Chinese philosopher, Sun Tzu believed in a war, it is the moral strength and intellectual faculty of man that decides the success in a war.