

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

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"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

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**CORPORATE STRATEGY ANALYSIS USING THE EXAMPLE OF
JINGDONG MALL**

Master's Thesis

specialty 1-26 80 04 "Management"

(profile "Financial Management")

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis on the topic: CORPORATE STRATEGY ANALYSIS USING THE EXAMPLE OF JINGDONG MALL: 56p., 2 figures, 1 table, 39sources

Keywords: OVERALL STRATEGY, COMPETITIVE STRATEGY, INTERNAL ENVIRONMENT, EXTERNAL ENVIRONMENT, ANALYSIS, STRATEGIC CHOICE, IMPLEMENTATION GUARANTEE

The aim of the study: Choose the overall strategy and competitive strategy suitable for Jingdong Mall.

In order to achieve the above stated goal, the following **objectives** have been developed:

Define the concepts related to the company's strategic management and analysis

Choose the right analysis method;

Study the internal and external business environment of Jingdong Mall;

Propose a suitable strategy and set guarantee conditions.

Object of the research: Jingdong Mall and its corporate strategy.

Subject of the research: how to formulate the overall strategy and competitive strategy of Jingdong Mall

Research methods: the first is theoretical analysis, the second is empirical analysis.

Realm of the possible practical application: the proposed strategic plan can be implemented when formulating the company strategy.

The author of the paper confirms that the computational and analytical material provided in the thesis reflects the state of the process under investigation correctly and objectively, and all theoretical, methodological and methodical provisions and concepts are referenced to their authors.