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科目名	受験番号：	採点欄
外国語科目（英語）	氏名：	

次の英文を日本語に訳せ。

STRATEGIC WINDOWS

Strategic Market Planning involves the management of any business unit in the dual tasks of anticipating and responding to changes which affect the marketplace for their products. Anticipation of change and its impact can be substantially improved if an organizing framework can be used to identify sources and directions of change in a systematic fashion. Appropriate responses to change require a clear understanding of the alternative strategic options available to management as a market evolves and change takes place.

Dynamic Analysis

When changes in the market are only incremental, firms may successfully adapt themselves to the new situation by modifying current marketing or other functional programs. Frequently, however, market changes are so far reaching that the competence of the firm to continue to compete effectively is called into question. And it is in such situations that the concept of "strategic windows" is applicable.

The term "strategic window" is used here to focus attention on the fact that there are only limited periods during which the "fit" between the key requirements of a market and the particular competencies of a firm competing in that market is at an optimum. Investment in a product line or market area should be timed to coincide with periods in which such a strategic window is open.

Conversely, disinvestment should be contemplated if what was once a good fit has been eroded—i.e., if changes in market requirements outstrip the firm's capability to adapt itself to them.