



STRATEGIC MANAGEMENT OF MUNICIPAL AIRPORT



Student Name:
University Name:
Student ID:
Module Code:
Word Count:

Introduction

Based on the organization goals the manager are responsible about the companies profit. To achieve the goals, the manager of a company is facing various challenges that come from the management as well as the environment. The factors that are creating challenges to the organization may associated with the internal factors or the external factors that could be come from the investor of the company.

In this following discussion the paper will reflect the effective strategic plan that takes by managerto achieve the business goals of a municipal airport and the process and necessity of the strategic management to reach the stakeholders for them. salvage

Discussion

Strategic management and its application in modern organizations

To consider a strategic plan, the method of the process is consciously intended by the time of action. It is useful to set the future and protect the company from the loss, it maintains two characteristics to fulfil the aim. To implement any strategic plan, the manager developed an action purposefully and consciously. Moreover, to beat the competition in a specific market the strategy of the management is a special trick that includes the plans and action that taken by the management of the company as a mediator between the environment and the organization (Yu & Xiang, 2016). It also considerable between the external and internal context. However, to consider the modern extension it could be claimed the management guarantee the profit of the company to promote efficient and suitable organizational strategies. According to that, the efficient strategies are created based on the principles and the needs of the airport for a certain span of time. The managers should be able to control and monitor the activities for which a proper plan is designed to build the success (Yorio, Willmer& Moore, 2015).

The Process of Strategic Management

In the field of the strategic management the process that can introduce the management is varies by the opinion of the different person and their perspective. However, it can be considerable the relation that coordinate between the financial resources and the humans. The process to maintain the strategic management is to solve the problems and the balance the effectiveness of that resources that mainly lies (Hill, 2015) upon the changing environment like the stakeholders, consumers and the funding of the company by the resources. To create a municipal airport the major important thing is the large land that can be produce the all facilities to becoming a proper airport. The availability of the things needs to

add some tourist to invest on them but to create the municipal airport there are several difficulties are created for the environment such as the pollution that come from the fuel and noises that are creating by the landing and taking of the plane (Olhager& Feldmann, 2017). The management should take some initiative to control the pollution such as by planting trees and using the electrolytic caterer in the engine of the plane.

Analysis of Stakeholder Management

For an organization the internal shareholders are groups and individuals that are directly or financially connected in the process of operation. In an organization, the managers and the employees are considered as the internal stakeholders that impacted by the success and strategies, with several influence on the company's decisions (Morden, 2016). Moreover, to establish, coordinate, lead and control the group activities also the major parts of the strategic management. On the other hand, the external stakeholder of this particular project is associated with the contribution with their views and the experiences, while addressing the issues of the project such as local authority, the providers, suppliers, funders, the quality accessors and so on.

Finally, the management is responsible to choose and recruit the qualified employees for the company and assist them to align the company's objectives to achieving the claimed and predicted aims. In addition to this, the manager developed the strategies on the diversity of their market, technology and products (Zhao, Fisher, Lounsbury & Miller, 2016). To build an airport in a municipal area and take off and landing purposes the management needs a huge land for which the requirements of the company is focusing upon the investors for them. The most significant investor is the tourists of the local area.in the help of advertisement the company can reach among the people and can be profitable by their investment, by giving

discount at the ticket price and offers the airport attract the people's attention and will be successful to run the business (Grayson & Hodges, 2015).

In that factor, the external stakeholders have the control of the strategic resources, with the involvement of the strategic implementations. They will also have the possession of knowledge and the skills along with the internal links such as networking.

Conclusion

The above paper reflected about a component for the objectives and the policies of the company that monitoring by the manager for the development and progress purposes. The major essential factors at the strategic progress consist to implement the plans such as compatibility and relationships with the resources, to promote the strategies by the perspective of objectives, policies and the practical plans and lastly to build the ideal structure of the organization such as responsibility, control system, authority and the duties to maintain the interior relationships.

References

- Grayson, D., & Hodges, A. (2015). *Corporate Social Opportunity!* (2nd ed.). London: Routledge.
- Hill, T. (2015). *Manufacturing strategy* (3rd ed., p. 340). London: Macmillan.
- Morden, T. (2016). *Principles of strategic management* (3rd ed., p. 638). London: Routledge.
- Olhager, J., & Feldmann, A. (2017). Distribution of manufacturing strategy decision-making in multi-plant networks. *International Journal Of Production Research*, 56(1-2), 692-708. doi: 10.1080/00207543.2017.1401749
- Yorio, P., Willmer, D., & Moore, S. (2015). Health and safety management systems through a multilevel and strategic management perspective: Theoretical and empirical considerations. *Safety Science*, 72, 221-228. doi: 10.1016/j.ssci.2014.09.011
- Yu, D., & Xiang, C. (2016). A manufacturer's production and pricing strategies with a salvage channel. *International Journal Of Production Research*, 55(2), 347-357. doi: 10.1080/00207543.2016.1176264
- Zhao, E., Fisher, G., Lounsbury, M., & Miller, D. (2016). Optimal distinctiveness: Broadening the interface between institutional theory and strategic management. *Strategic Management Journal*, 38(1), 93-113. doi: 10.1002/smj.2589