



Welcome

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Advanced Strategic Planning

By

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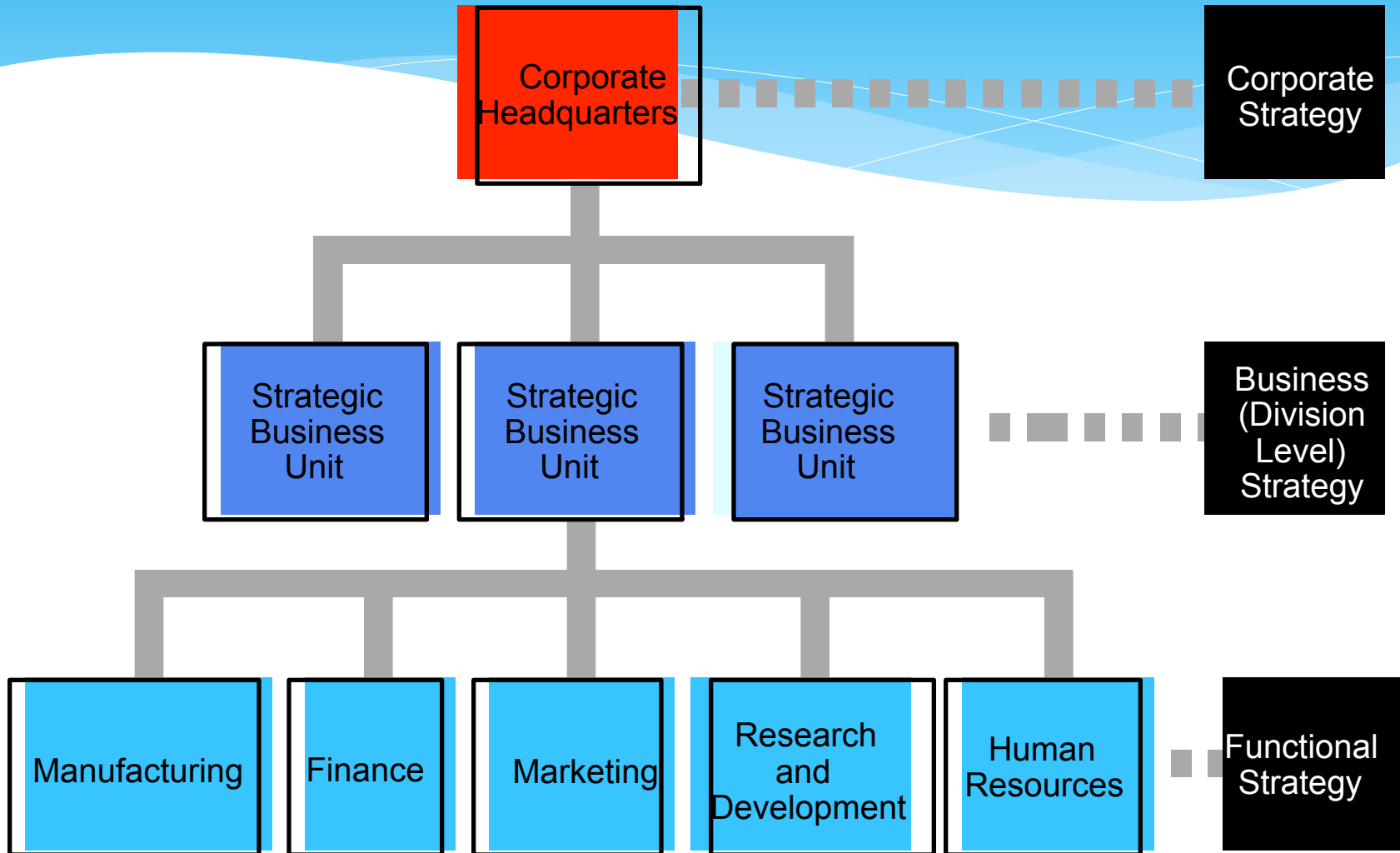


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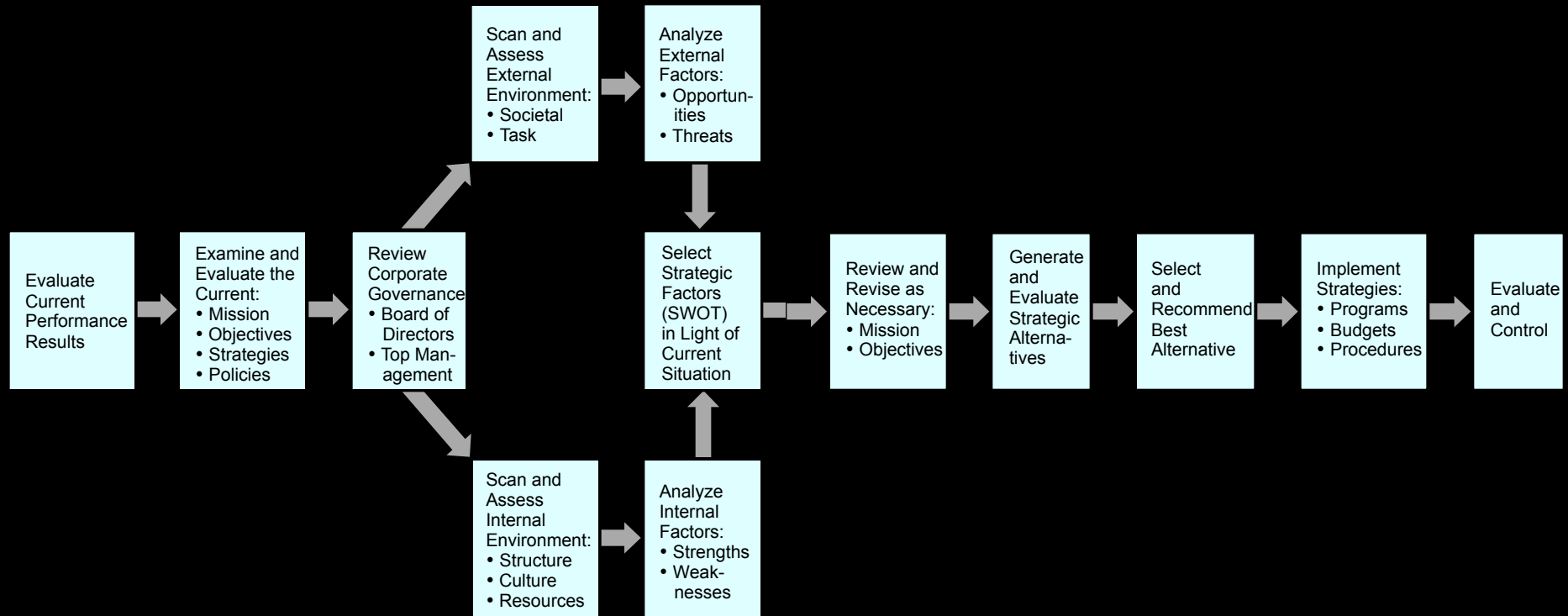
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Hierarchy of Strategy

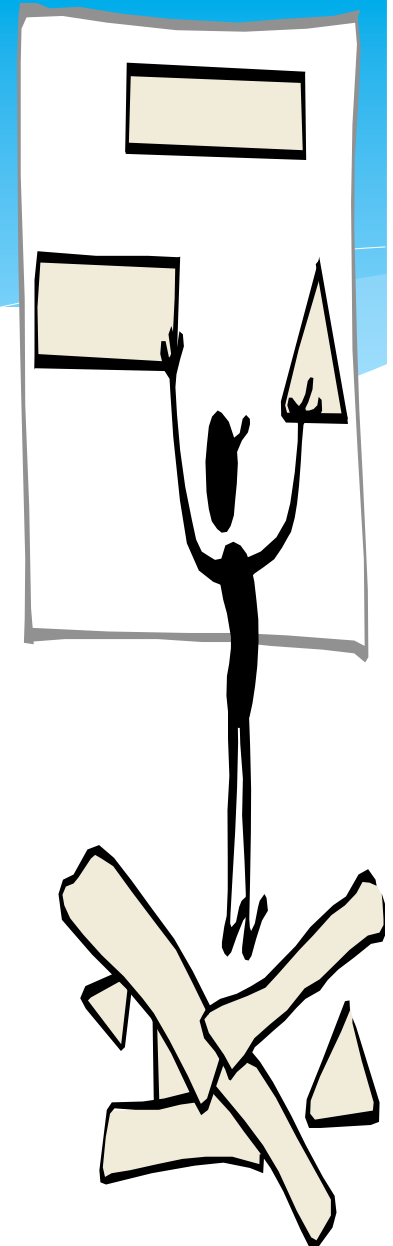


Strategic Decision-Making Process

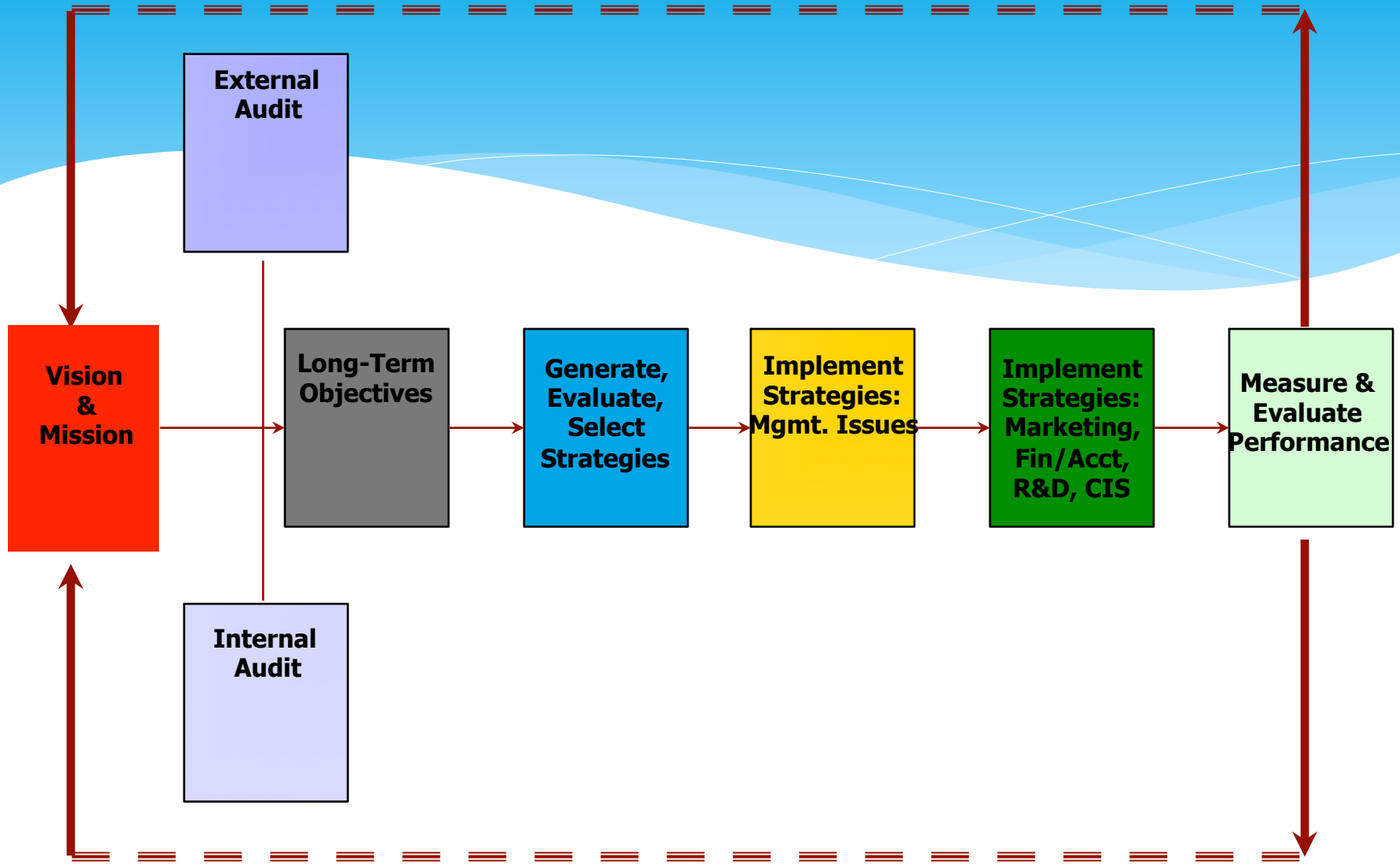


Vision Statement –

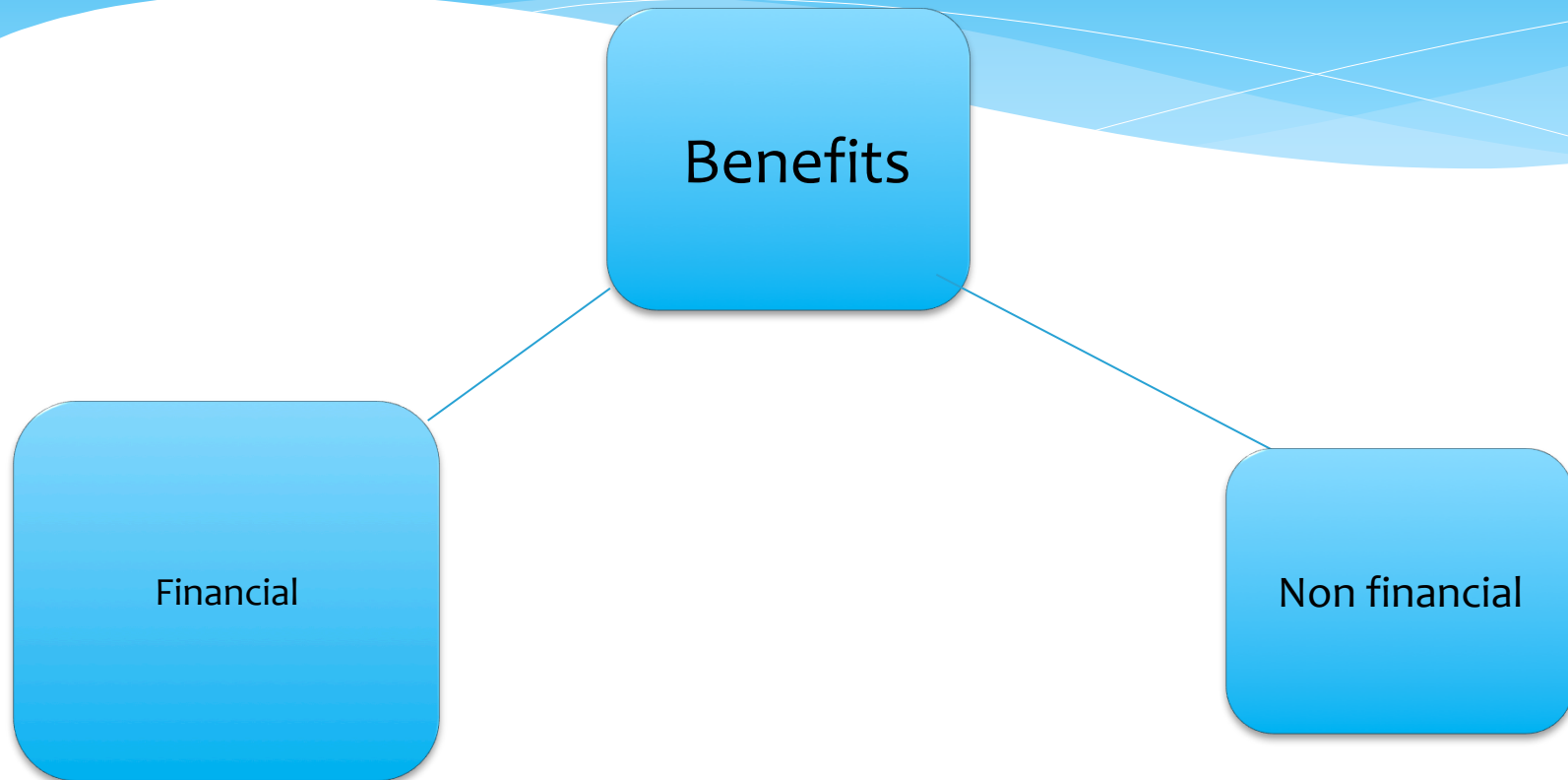
Mission Statement –



Comprehensive strategic management model



Benefits of Strategic Management

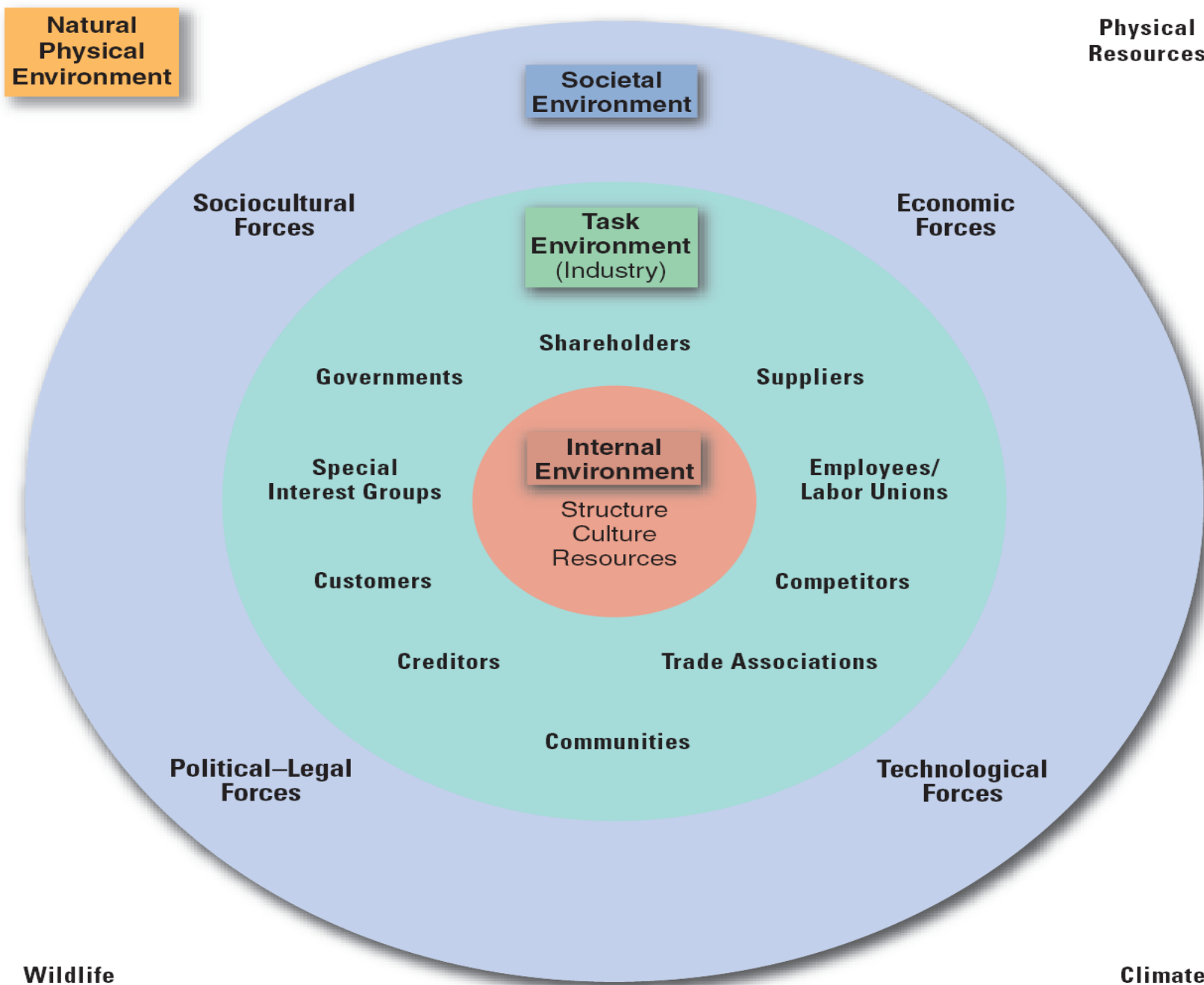


Benefits of Strategic Management

Financial Benefits

Non financial be



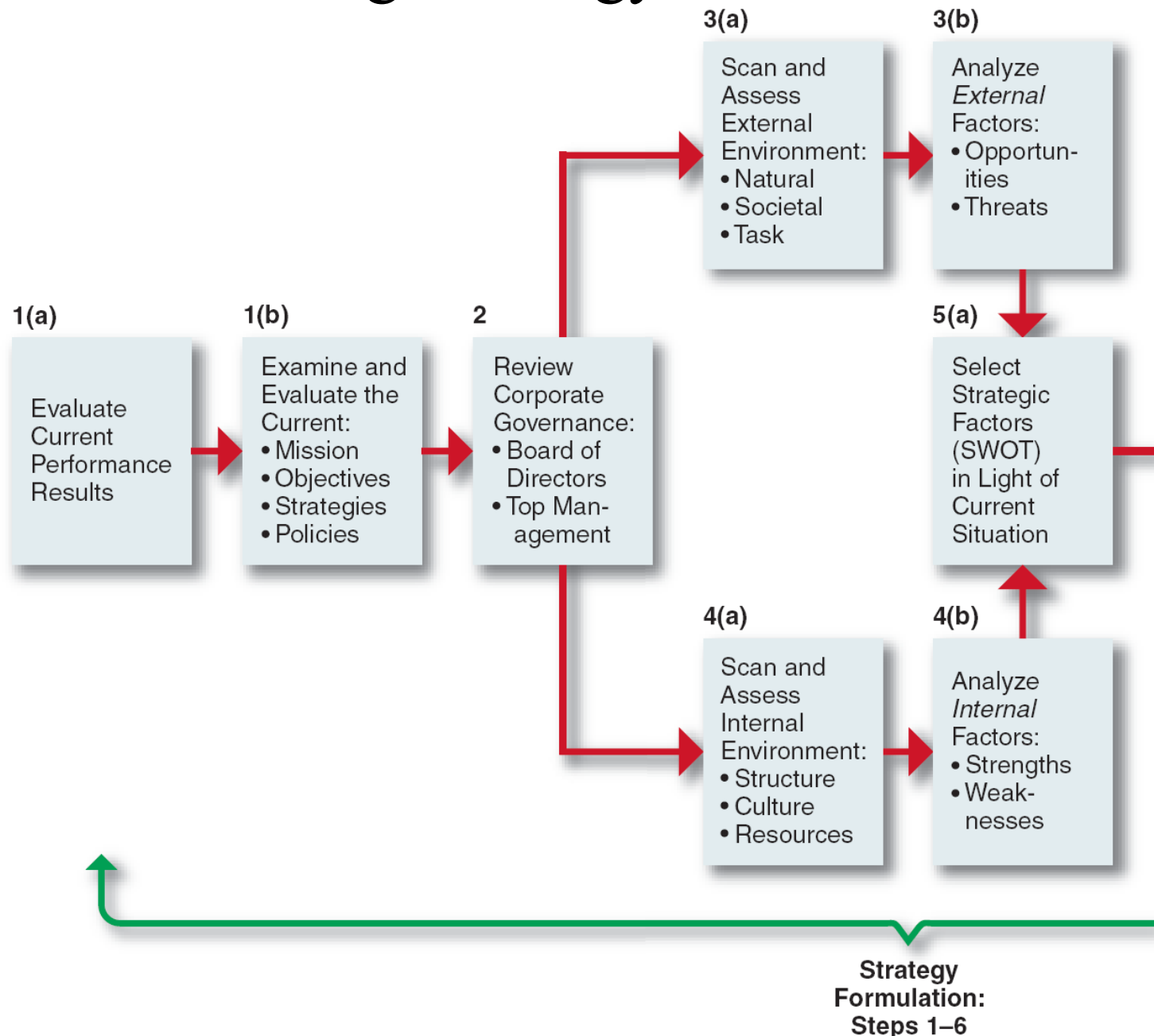


Strategic Decision Making Process

1. Evaluate
2. Review
3. Scan and assess 1
4. Scan and assess 2
5. Analyze
6. Generate
7. Implement
8. Evaluate

Strategic decision making: Strategy formulation

FIGURE 1-5
Strategic Decision-Making Process



The strategy evaluation and audit



Strategy types

Deliberate Strategy

