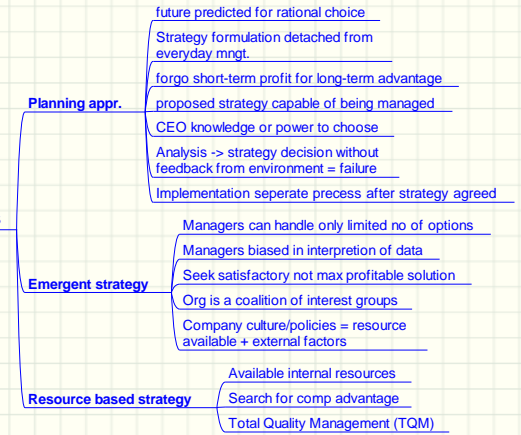


Module 1

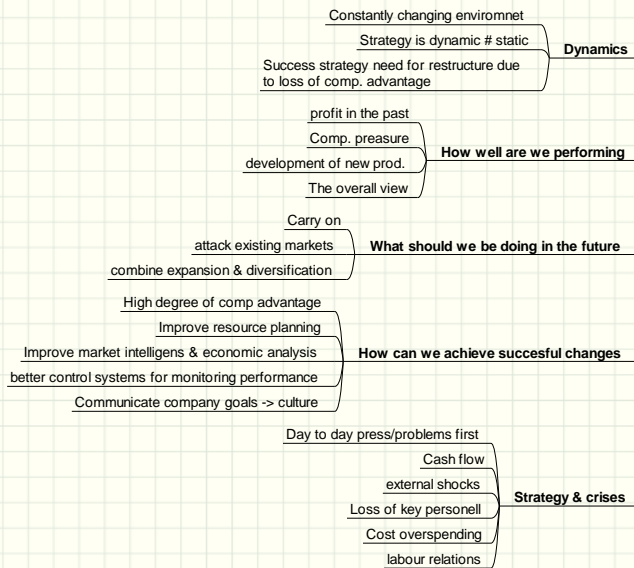


3 planning approaches

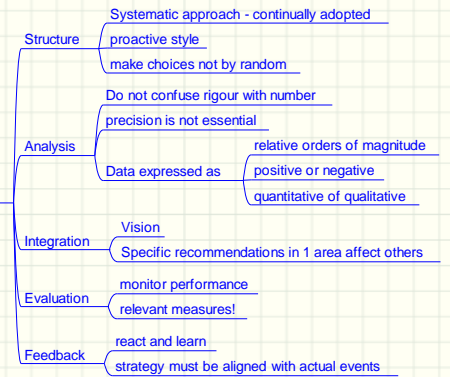


Strategic planning

Process of strategy & decision making

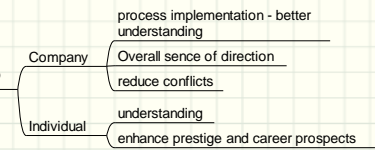


Elements of strategic planning



Bring together business concepts & ideas in order to understand how companies operate in a competitive environment, develop understanding of the inter relationship involved -> basis for conclusions for success/failure + environment scanning

Benefits of SP



Business Unit and Corporate strategy

