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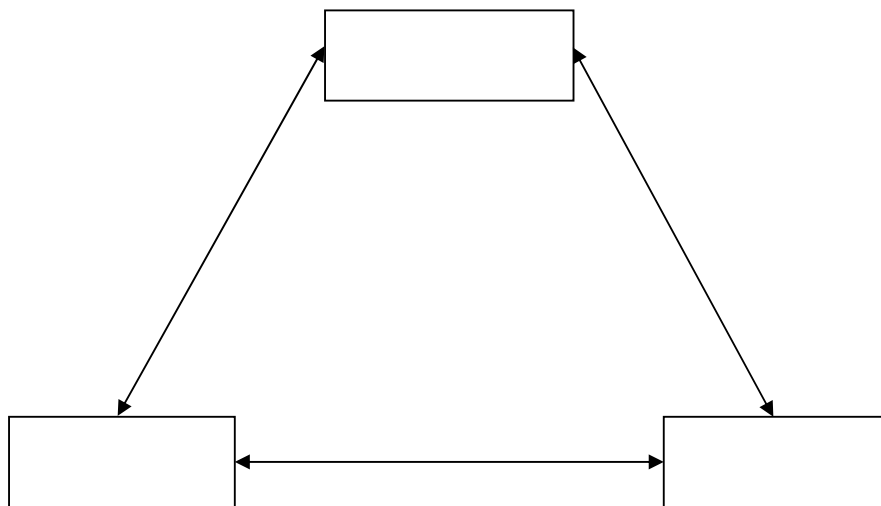
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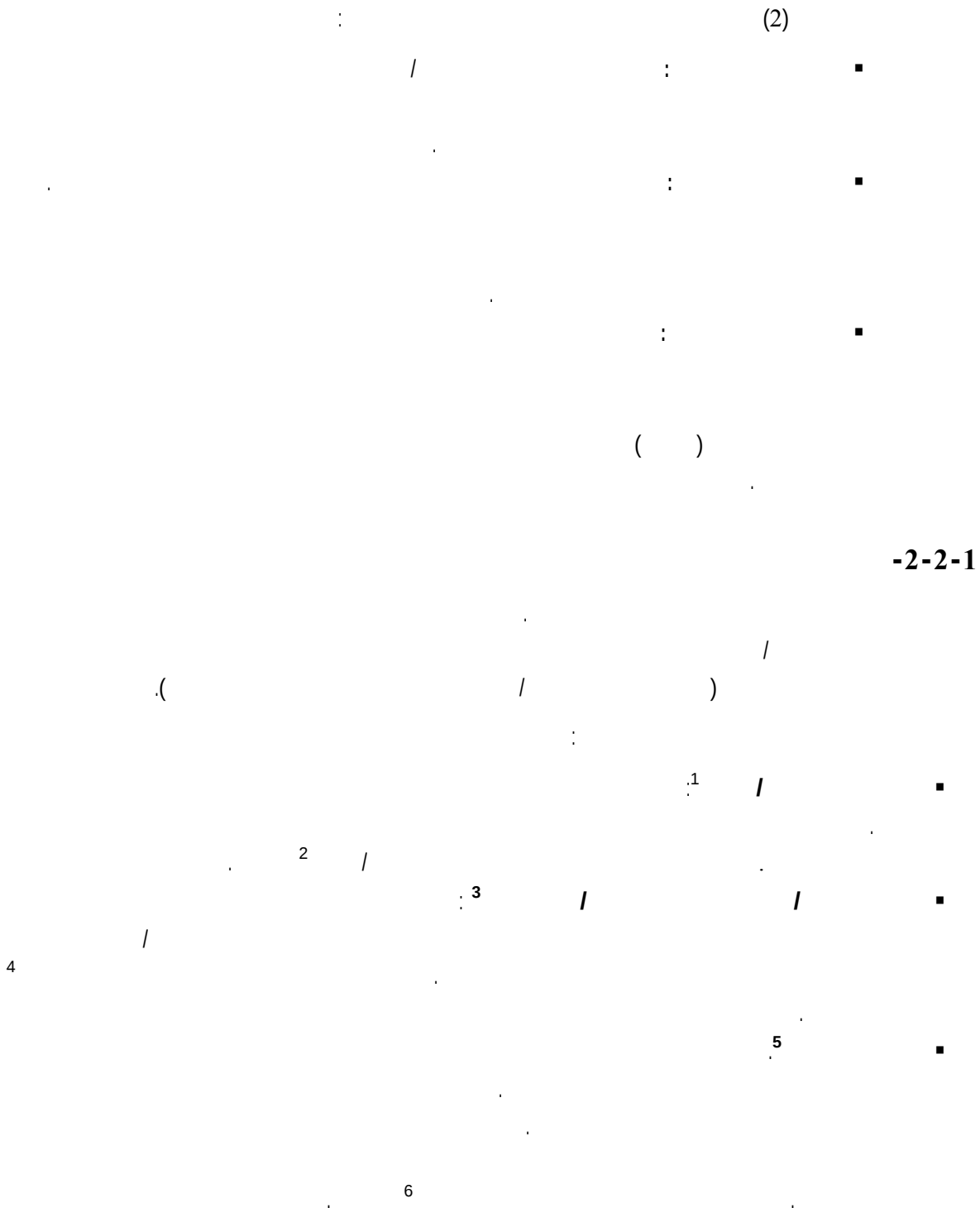
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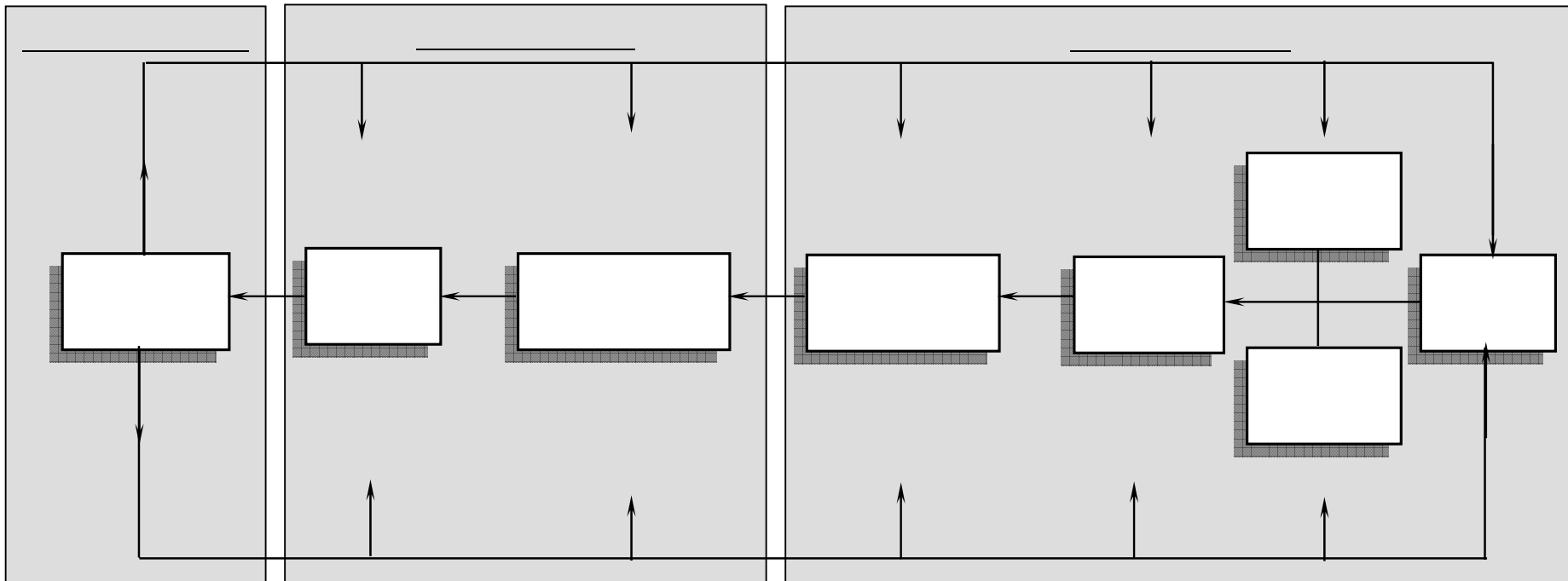


¹ Fred R .David

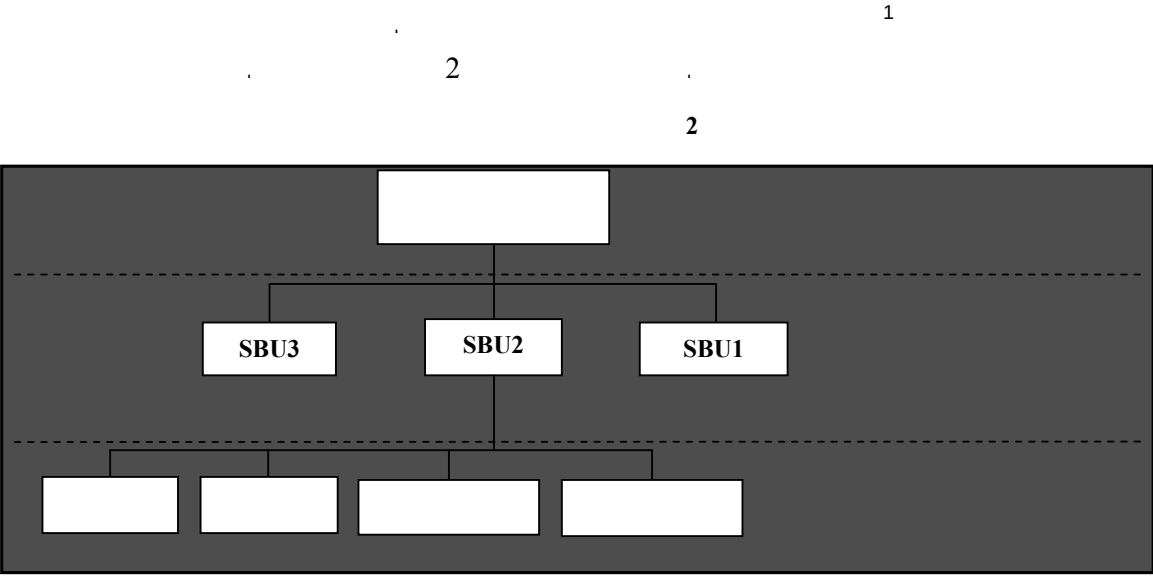


¹ Corporate level
² Corporate strategies
³ Strategic Business Unit (SBU) level
⁴ Business strategies
⁵ Functional level
⁶ Functional strategies

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¹ Whole
² - Strategists
³ - Mission Statement
⁴- External Opportunities and Threats
⁵- Internal Strengths and Weaknesses



¹ Long-range Objectives

² Strategies

³ Annual Objectives

⁴ Policy

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1 Mission
2 Mission Statement
3 Vision
4- Products
5- Customers

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- 1- Technology
 - 2- Profitability
 - ³ Corporate Philosophy
 - 4- Distinctive Competency

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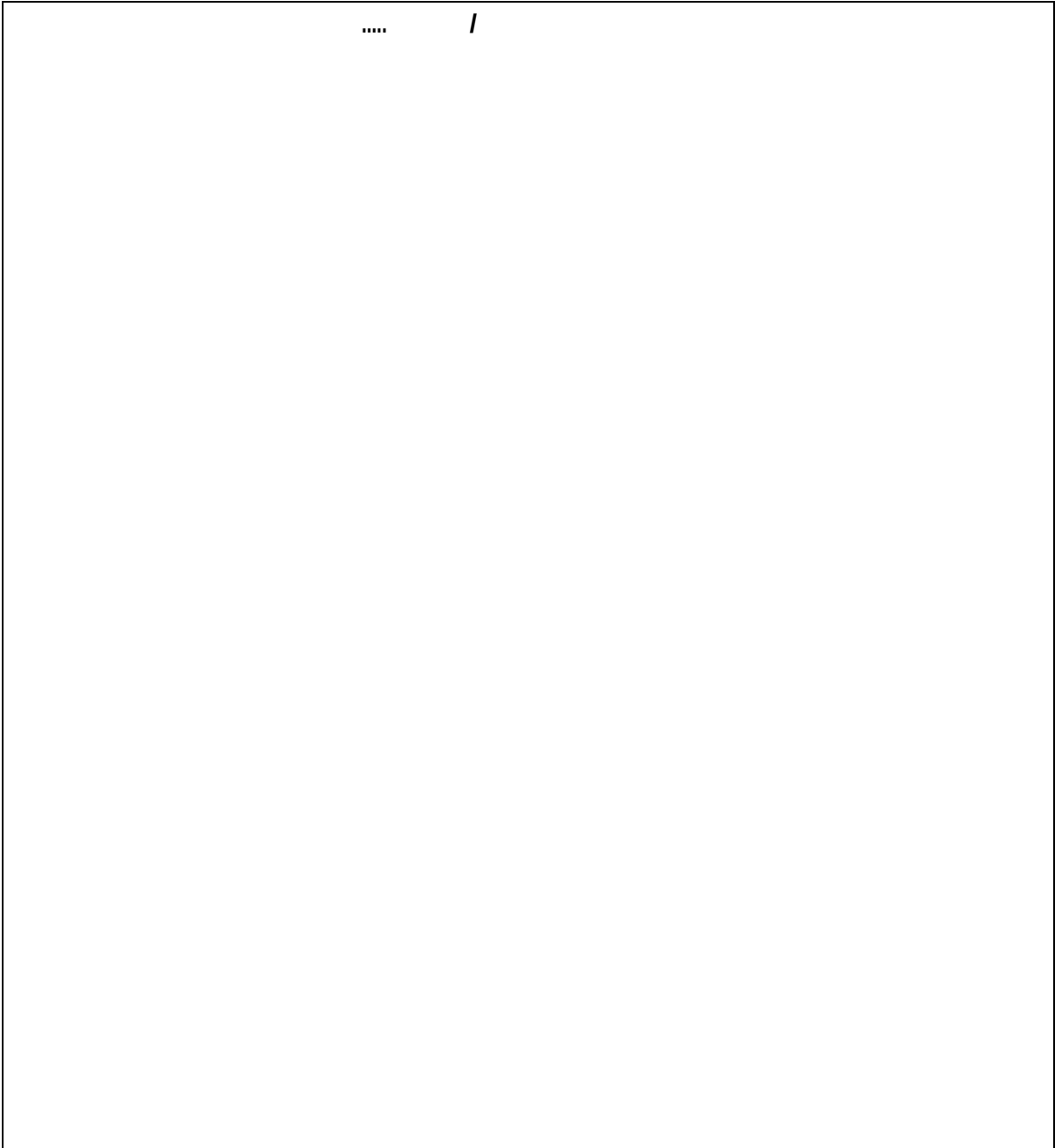
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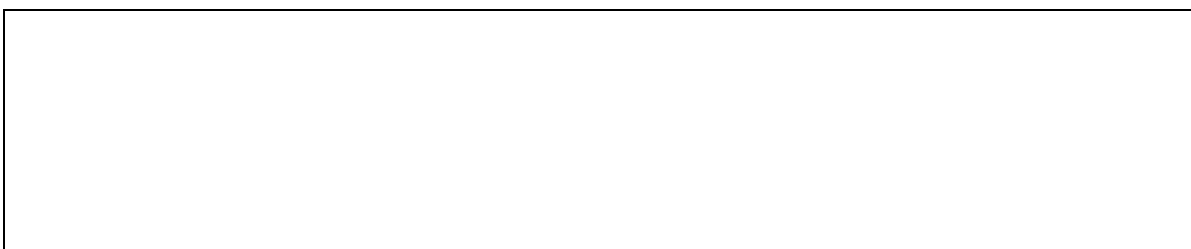
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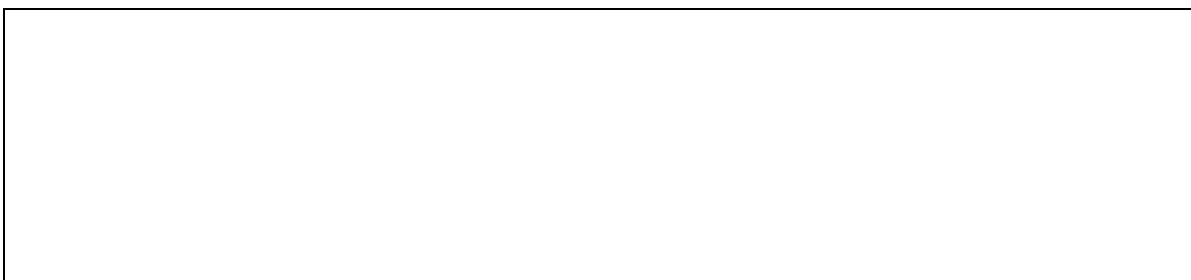
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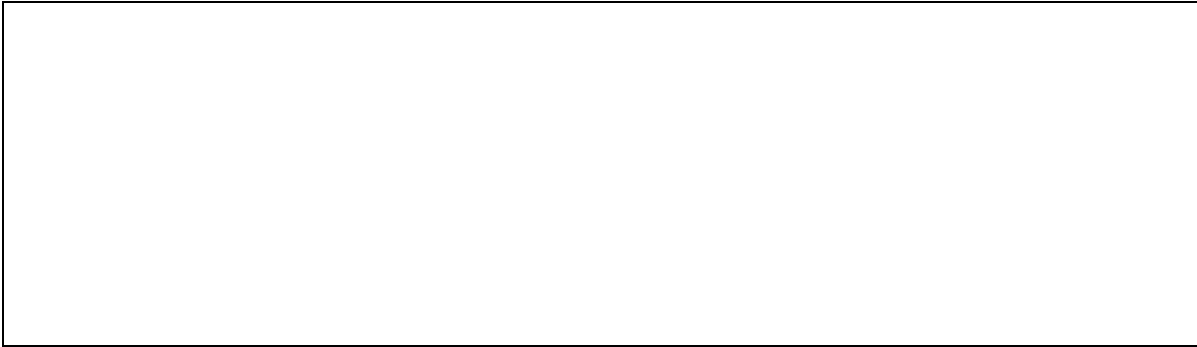
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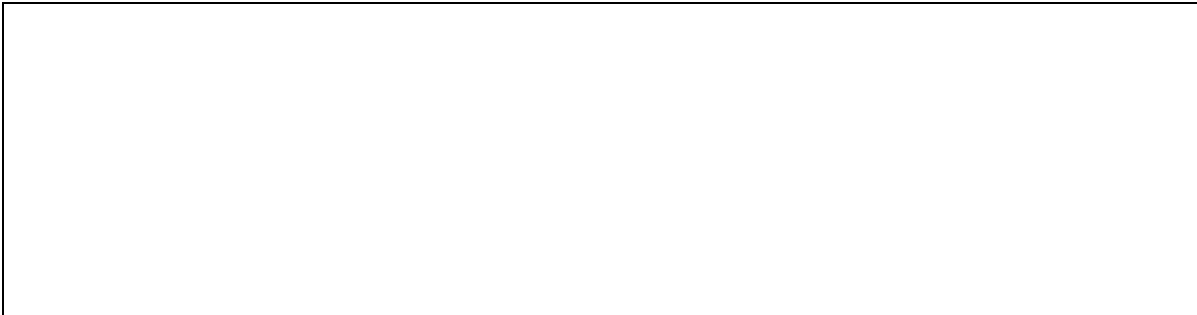
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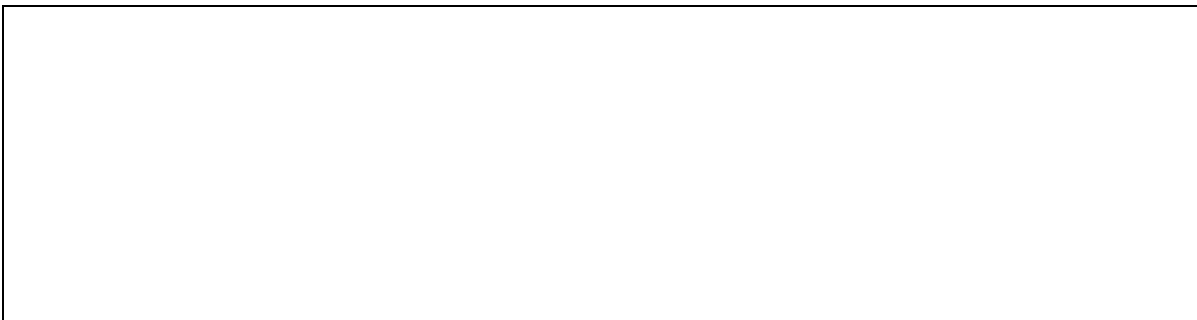
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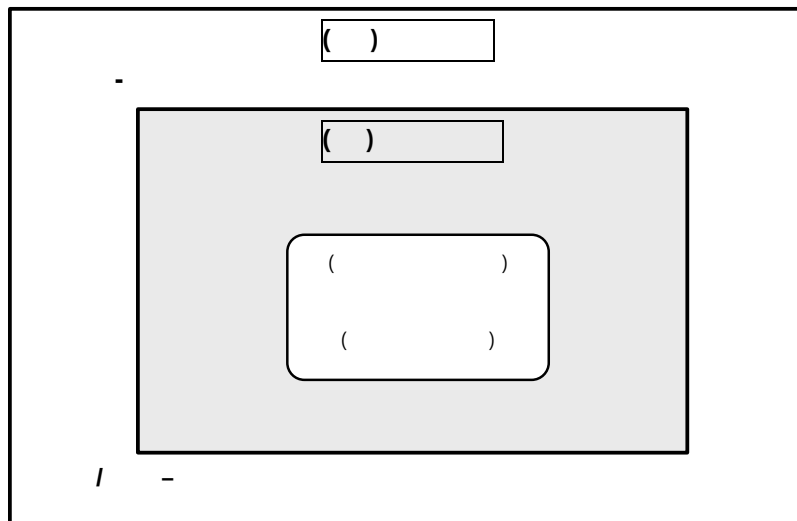
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1-General/Macro Environment

² Task/Function/Micro Environment

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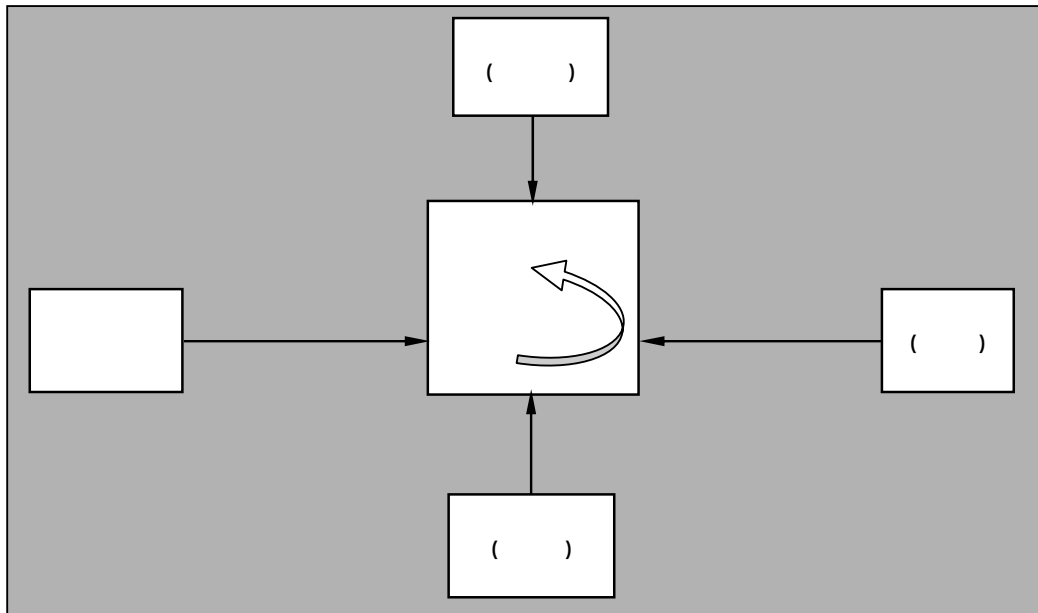
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Source: Lumpkin and Dess. 2003. p.55

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Source: Lumpkin and Dess.2003. p.63

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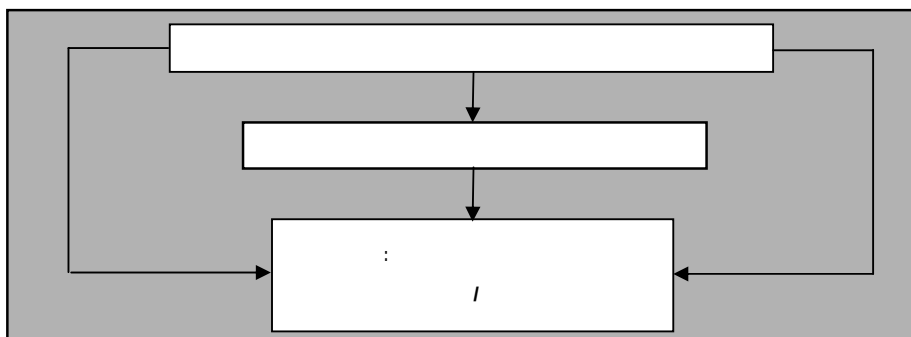
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1- External Factors Priority Matrix
2 External Factors Evaluation Matrix
3- Strategic Myopia

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- 1- Internal Factors
 - ² Strength
 - ³ Competitive Parity
 - ⁴ Distinctive Competencies
 - ⁵ Sustainable Competitive Advantage
 - ⁶ Weakness
 - ⁷ Competitive Disadvantage

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¹- Company, Customer and Competitor

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- 1- Internal Factors Priority Matrix
 - 2- Internal Strategic Factors
 - 3- Internal Factors Evaluation Matrix

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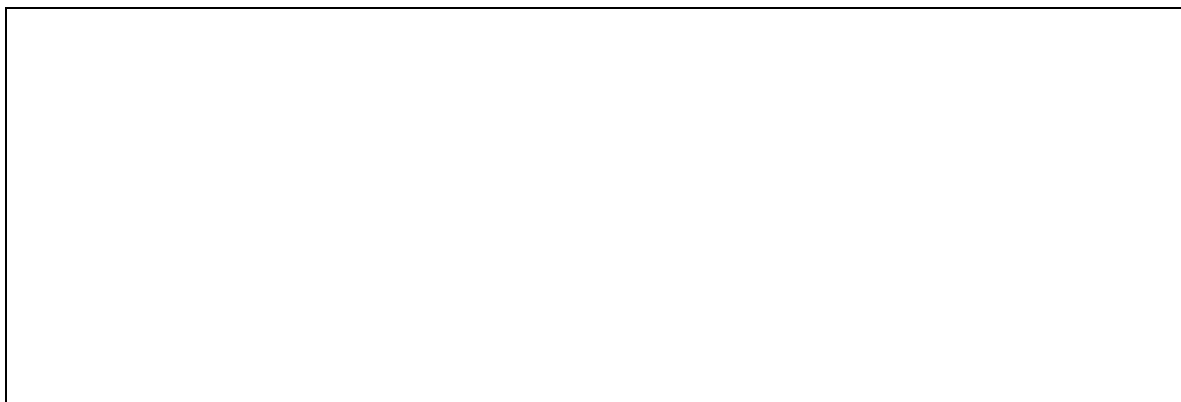
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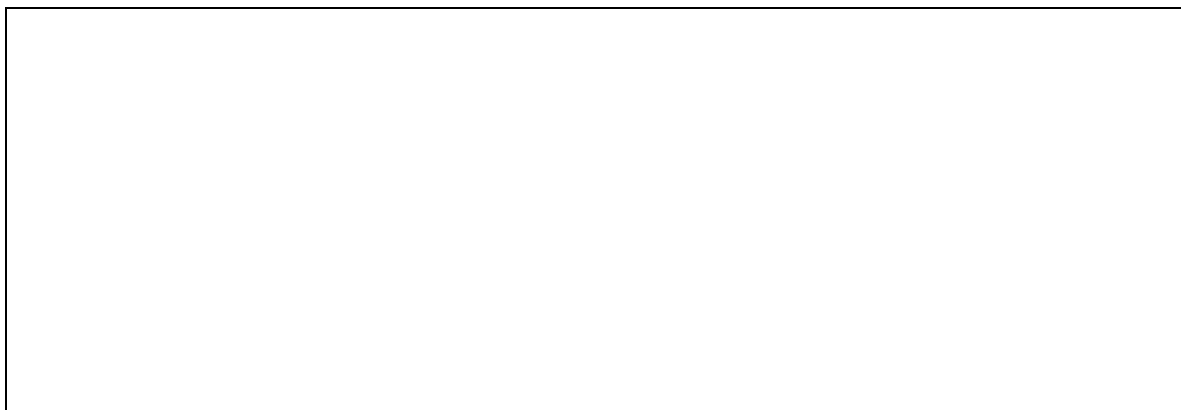
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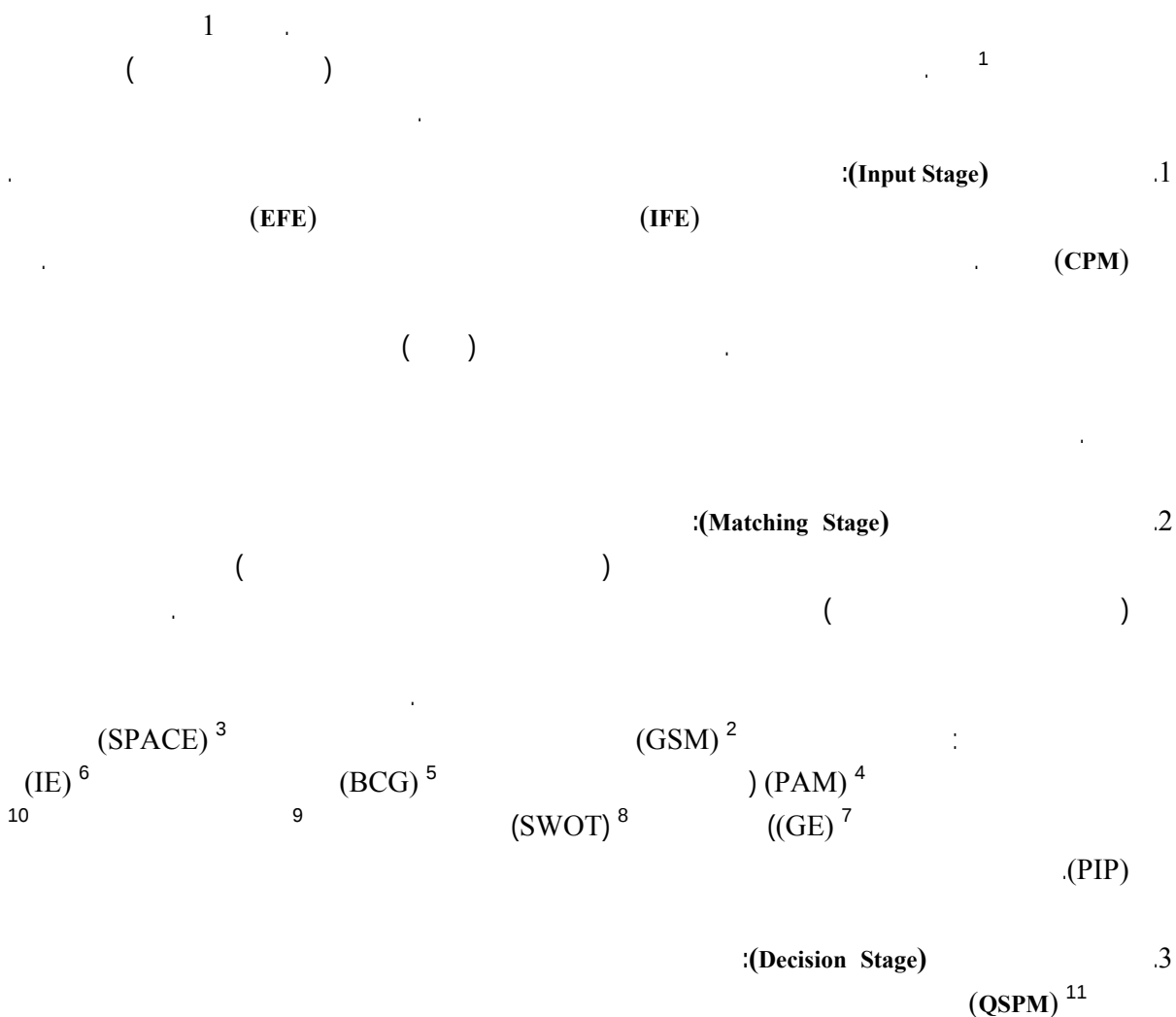
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- ¹ - Comprehensive Framework for Strategy Formulation
² - Grand Strategy Matrix
³ - Strategic Position and Action Evaluation Matrix
⁴ - Portfolio Analysis Matrixes
⁵ - Boston Consulting Group Matrix
⁶ - Internal-External Matrix
⁷ - General Electric Matrix
⁸ - Strength, Weakness, Opportunity and Threat Matrix
⁹ - Critical Questions Analysis
¹⁰ - Performance Improvement Planning
¹¹ - Quantitative Strategic Planning Matrix

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- 2 - Directional Strategy
 - 3 - Intensive Strategies
 - 4 - Innovation Strategy
 - 5 - Concentration Strategy
 - 6 - Parenting Strategy

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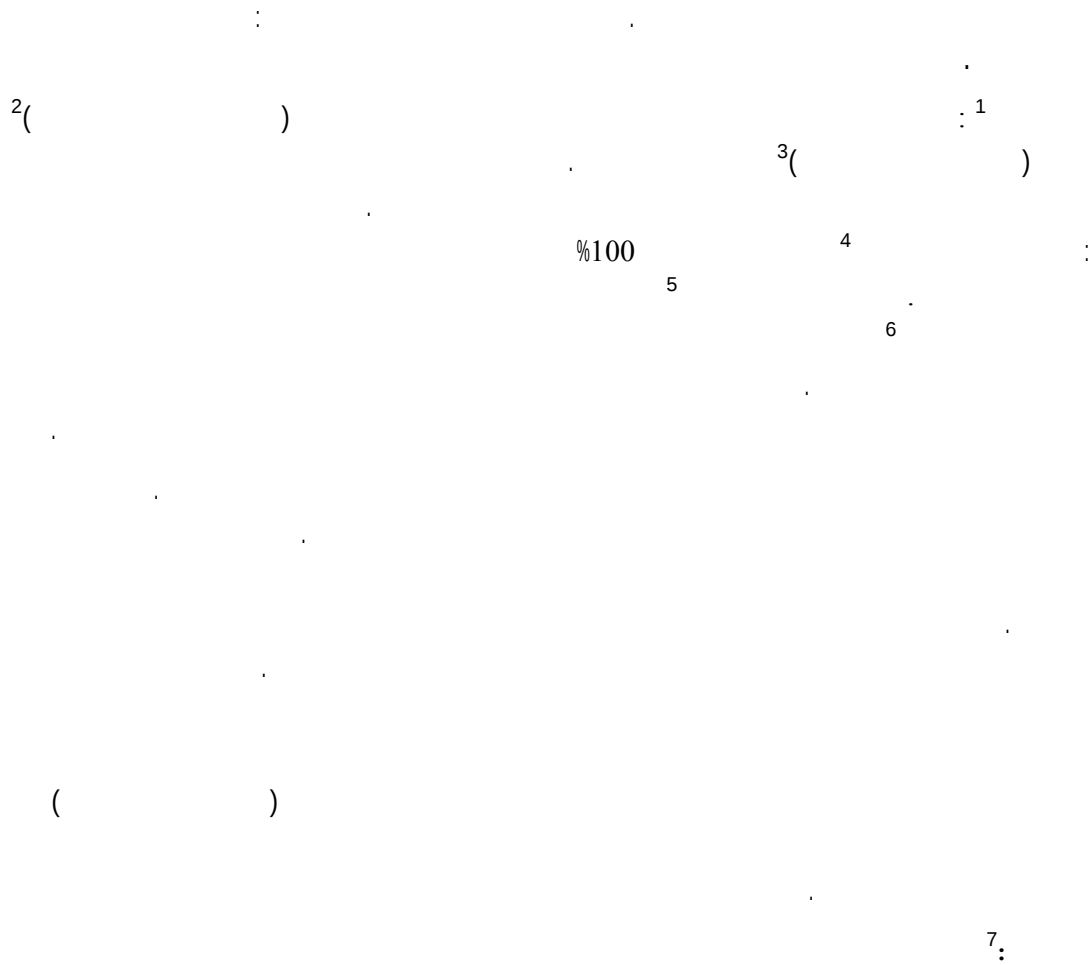
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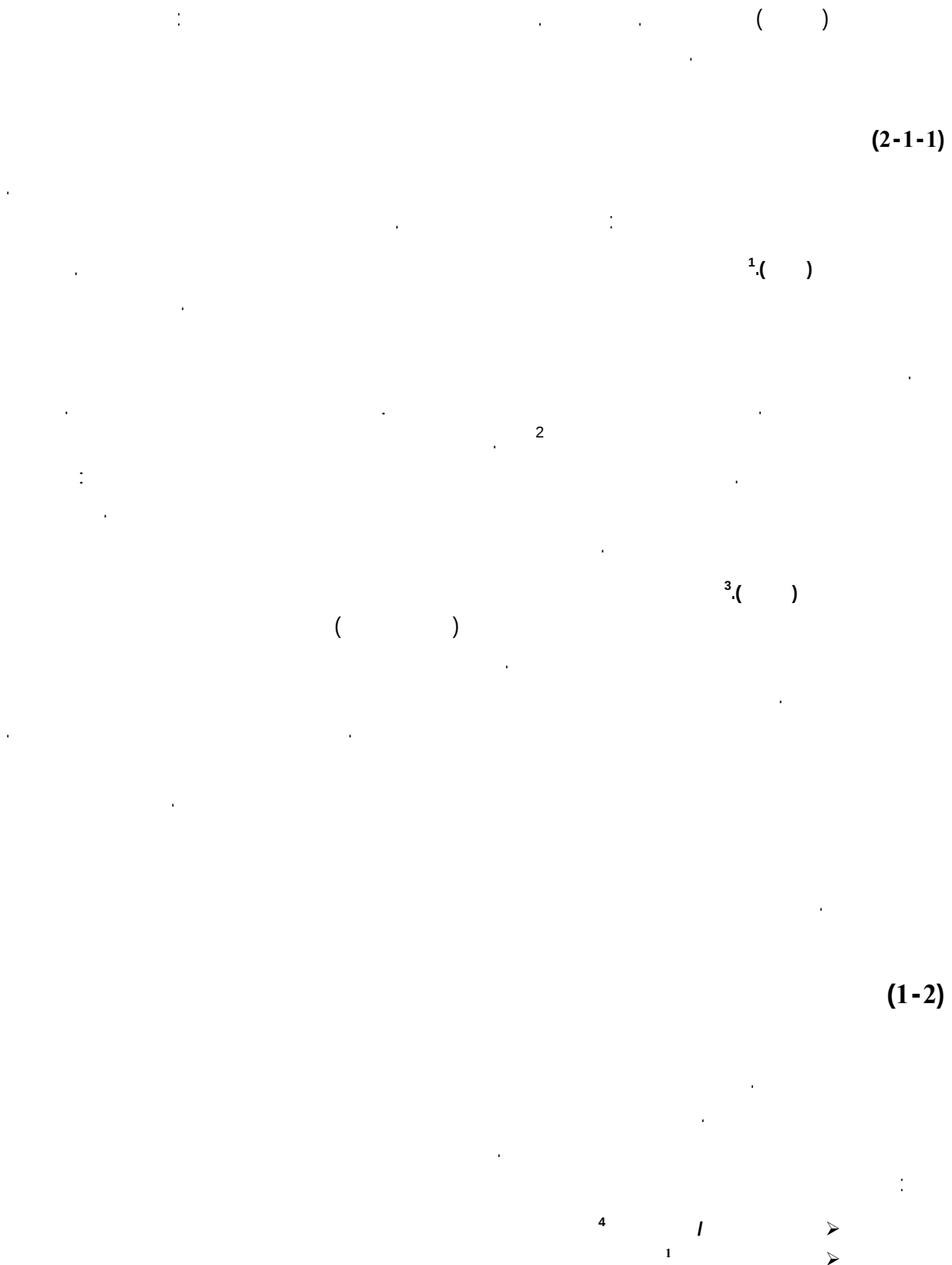
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- 1 - Grand Strategies
 - 2 - Growth Strategies
 - 3 - Stability strategies
 - 4 - Retrenchment strategies
 - 5 - Concentration strategy
 - 6 - Diversification strategy
 - 7 - Merger
 - 8 - Acquisition
 - 9 - Takeover

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- 1 - Vertical Integration
 - 2 - Backward integration
 - 3 - Forward integration
 - 4 - Full integration
 - 5 - Taper integration
 - 6 - No integration
 - 7 - **Horizontal Integration**



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- 1 - Concentric (related) diversification
 - 2 - Synergy
 - 3 - Conglomerate (unrelated) diversification
 - 4 - Pause & Proceed with Caution strategy

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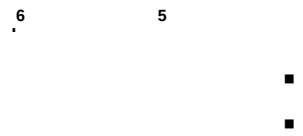
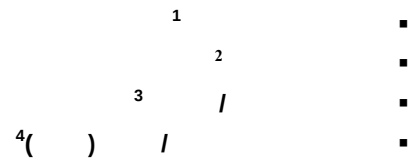
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- 1 - Turnaround strategy
 - 2 - Captive Company strategy
 - 3 - Sell-out or divestment strategy
 - 4 - Bankruptcy or Liquidation strategy
 - 5 - Contraction
 - 6 - Consolidation

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1 - Market Penetration
2 - Market Development
3 - Product Development

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1 - Pre-marketing
2 - Parenting
3 - Core Competencies

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¹ - Total Attractiveness Scores

- ² - Business strategy

⁴ - Groth strategies

- Myles and Snow's strategies

- 6 - Competitive strategies

⁷ - Cooperation strategies /Strategic Alliances

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¹ - Prospectors
² - Defenders
³ - Analyzers
⁴ - Reactors

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¹ - Generic competitive strategy

² - Low cost strategy

³ - Differentiation strategy

⁴ - Competitive scope

⁵ - Broad target

⁶ - Narrow target

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1 - Cost leadership
2 -Differentiation focus
3 - Cost focus
4 - Cooperative
5 - Strategic alliance
6 - Mutual service consortium
7 - Joint venture
8 - Licensing arrangement
9 - Value – chain partnership

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¹ - Joint venture

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1 - Product development strategy

² - Push marketing strategy

³ - Pull marketing strategy

⁴ - Skim pricing strategy

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⁶ - Tracking stock

⁷ - Leveraged buyout (LBO)

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¹ - Research and Development (R&D) strategy

² - Technological leader

³ - Technological follower

⁴ - Cost Advantage

⁵ - Operations strategy

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¹ - Continuous improvement

² - Mass customization

³ - Human Resource Management (HRM) strategy

4 - Information systems strategies

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¹ Corporate Strategies

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¹ Strategic Business Unit (SBU) / Business Strategies

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¹ Function Strategies

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*(World Wide Web)**(Information Technology)**(Up to date**(Knowledge Workers)**(Competent Management)**(IT)**(Modern Technology)**Knowledge)**(Stakeholders)**(Customer Focus)**(Environment Orientation)**(Sustainable Competitive Advantage)**(Knowledge Management)**(Strategic Thinking)**(Comprehensive Perspective)**Learning and Dynamic)**(Organization**(Value Creation)*

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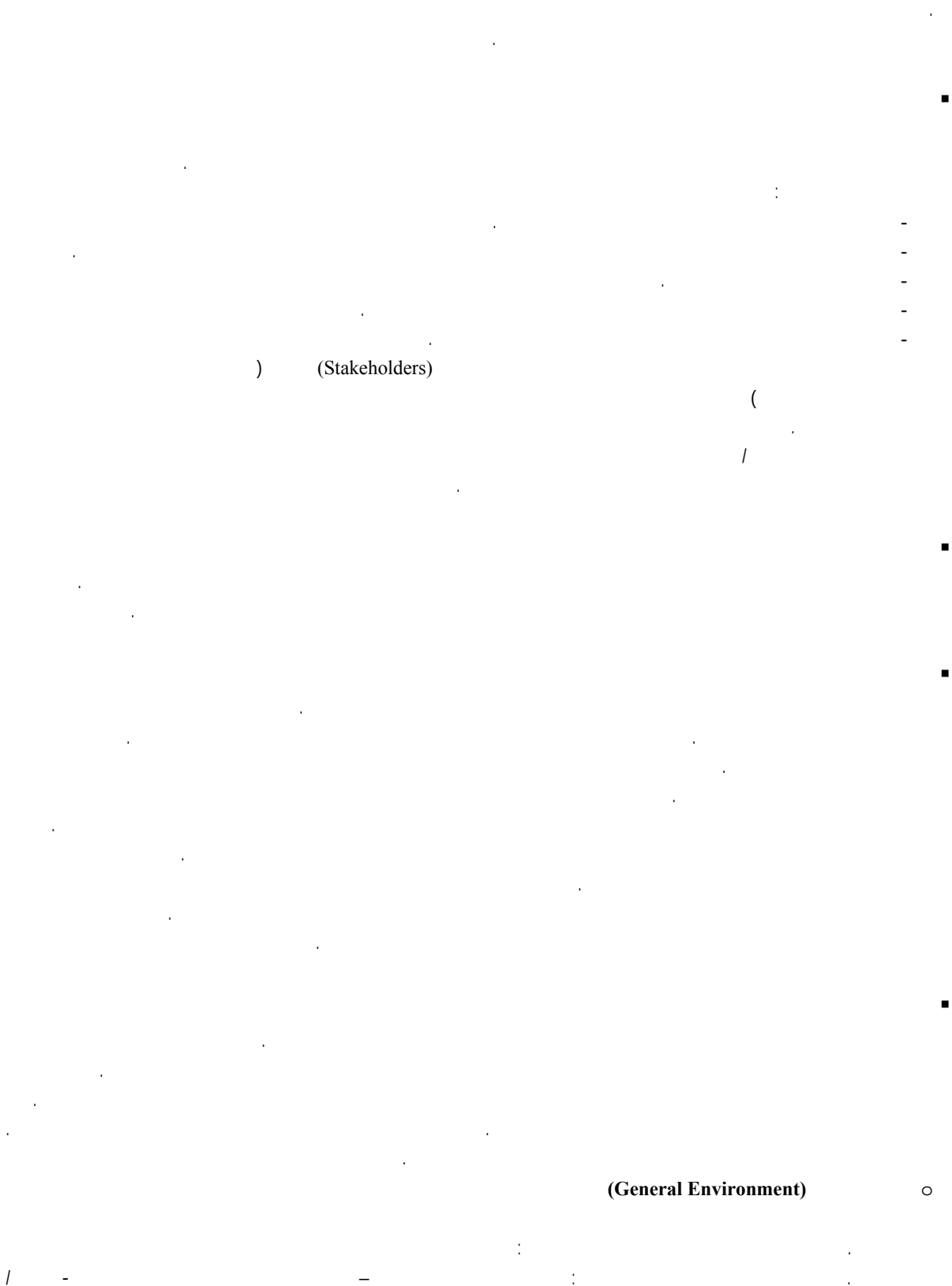
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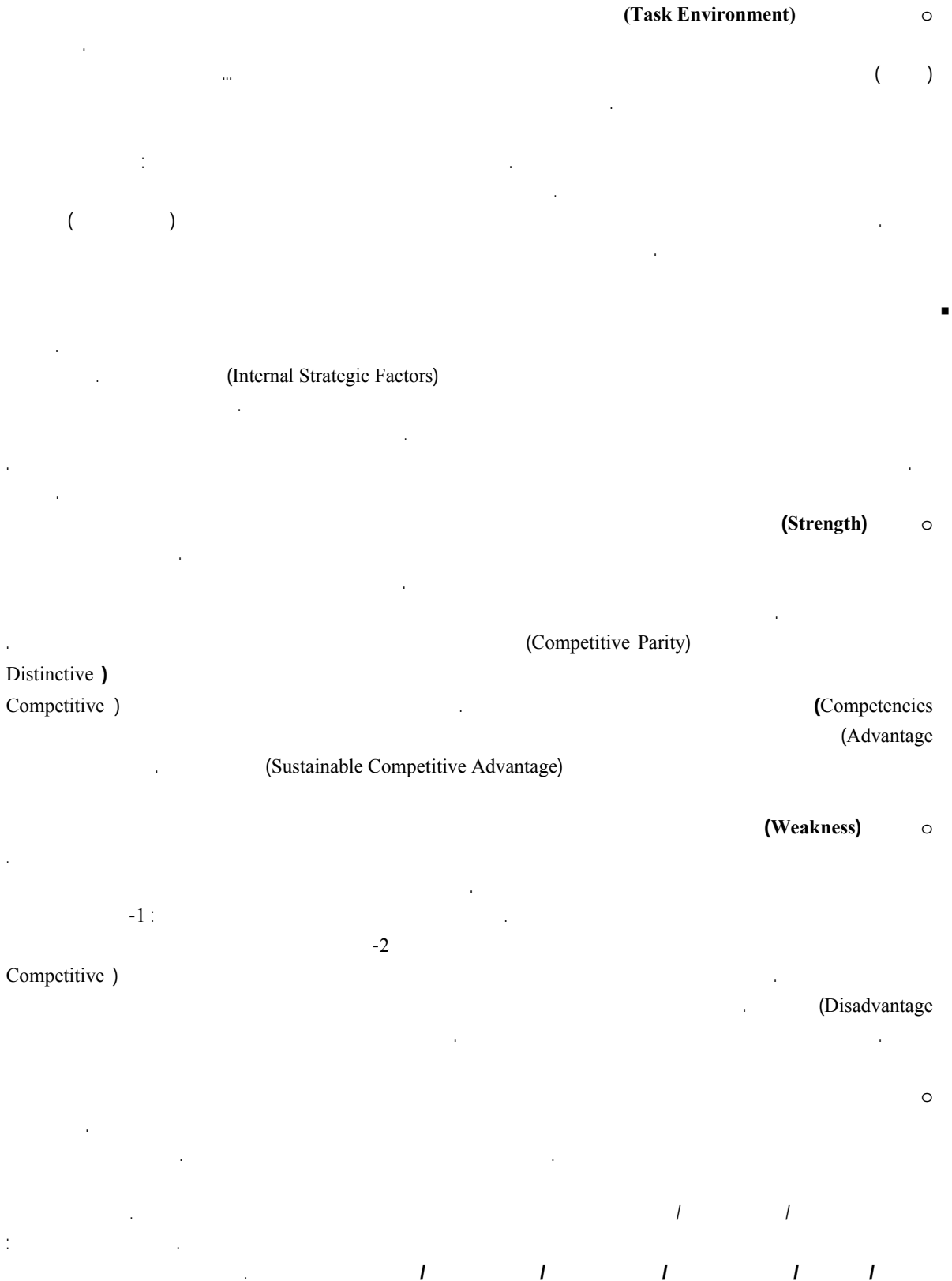
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*(Vision)**(Strategic Plan)*
(Long-rang Objectives)
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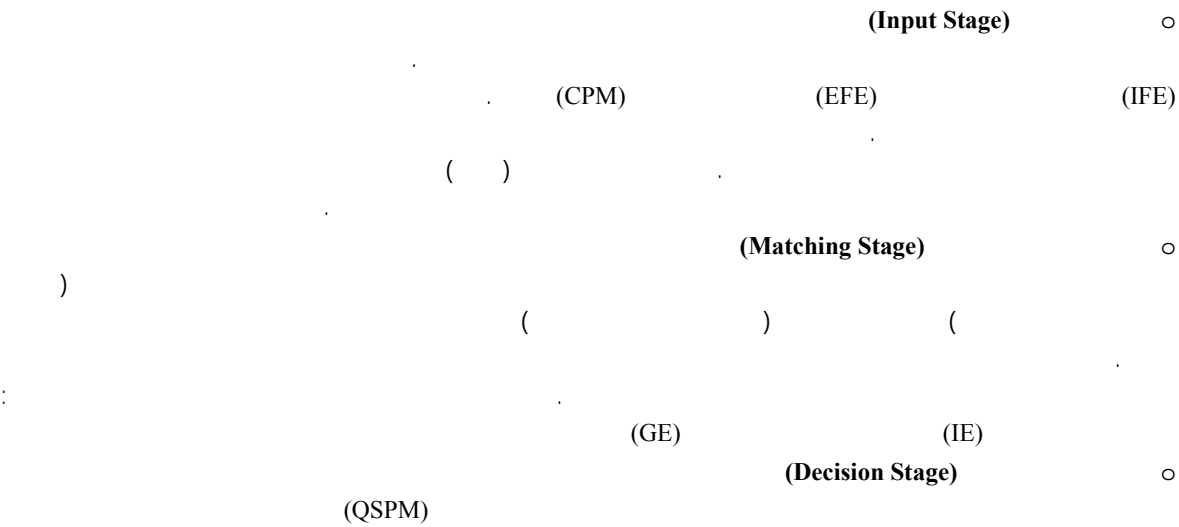
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¹ - *A Template for Preparing Strategic Plan*

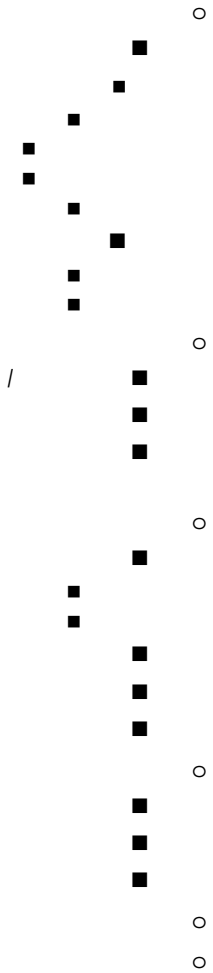
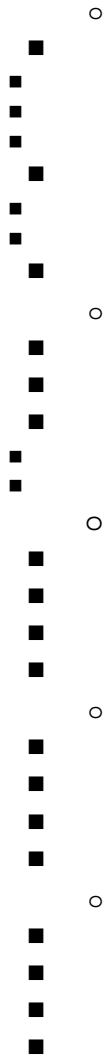
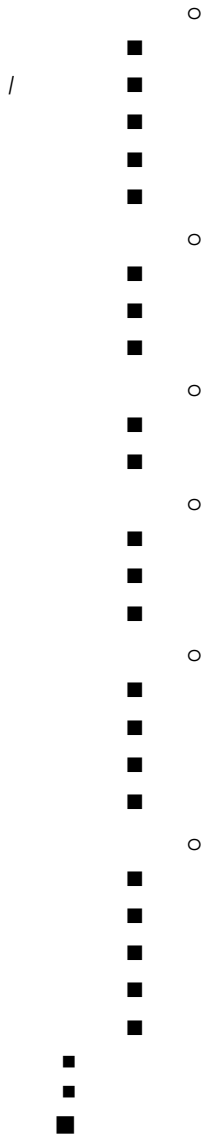




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(Input Stage)			
	(IFE)	(EFE)	(CPM)
(Matching Stage)			
(IE)	SWOT		
(Decision Stage)			
(QSPM)			

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(O) Opportunities -	(T) Threats -
O1-	T1-
O2-	T2-
O3-	T3-
O4-	T4-
O5-	T5-

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(S) Strengths -	(W) Weaknesses -
S1-	W1-
S2-	W2-
S3-	W3-
S4-	W4-
S5-	W5-

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(QSPM)(. .)

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(QSPM) (. .)

(5)