



STRATEGIC MANAGEMENT AND PLANNING  
OVERVIEW

PRESENTED BY  
AMIT PATEL

# Table of Contents

Introduction / 2

Strategic Management Framework / 4

Conclusion / 25



# Introduction

*WHY IS STRATEGIC MANAGEMENT IMPORTANT?*



**Two of the most fundamental business questions asked relate back to strategy:**

- ▶ Why firms succeed or fail?
- ▶ Why firms have varying levels of performance?

A good strategic management plan goes beyond the improving a business' bottom line. A good plan also gives the company a valid social acceptance for operations. In today's environment, this is becoming an ever-more important aspect for each business, because businesses have multiple internal and external stakeholders.

Organizations that use strategic management tend to have higher levels of performance or profits



# Introduction

## WHAT IS STRATEGIC MANAGEMENT?

### Strategic Management

Is the art and science of making decisions about an organization's future direction for growth, renewal and transformation. It can be broken into two distinct phases – **Strategic Planning** and **Strategy Implementation**.

### Strategic Planning

Phase of strategic management that involves planning and decision making that lead to the establishment of the organization's vision, goals, objectives, evaluating alternatives, choosing a strategy, and implementing the chosen strategy.

### Strategy Implementation

Phase of strategic management that involves the use of managerial and organizational tools to direct resources toward achieving strategic outcomes.

