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**Overview of the
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Strategic Plan

Examples- Overview
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Explained in 2 min

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What is Strategic
Planning, Really?

Strategic Planning
101 ~~Lecture Notes On~~
~~Strategic Planning~~

- A strategic plan is an overall defined course of organizational action for a set period of time that guides day-to-day decision-

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making and activity; •

The plan examines
and reflects an

organization's values,
current status, and
environment—and it
relates those factors
to the organization's
desired future state,
usually expressed in
five- to ten-year time
periods.

~~LECTURE NOTES~~

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~~ON STRATEGIC PLANNING~~

Definition of Strategic Planning Strategic planning is the tool which clearly identify goals and objectives of an organization as well as it also assess the internal and external situation required to formulate and implement the strategy. Meaning of

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Strategic Planning
Why We Need It An
effective plan is
always required to
accomplish anything.

The Strategic
Planning Process
Steps ... Study
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There are 10 steps to
developing a strategic
plan. It is important to
document the

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Outcomes and discussions of each step carefully to provide a basis for the written strategic plan.

Notes of the discussion will also be useful for developing the annual team work plan and annual budget. STEP 1:

PREPARING TO

PLAN Consider the questions in the box

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below.

Strategic Planning Gather

~~Chapter 3: Strategic
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planning – Progressio~~

The term strategic planning can be simply defined as “a process which directs an organization towards achievement and accomplishment of goals and objectives in an organized way in its

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On Strategic
Planning Gather
The People
changing marketing
environment”.

Meaning of Strategic
Planning. Strategic
planning plays a vital
role and holds a
significant and
primary position in the
success of any
organization. In the
present era of tough
competition no
organization can
ensure as well as

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Secure its success
without systematic
strategic ...
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~~Strategic Planning:
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Presenter: Doug

Strohmeier. Manager

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of Business
Development, Doster
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Planning:
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Methodology - What is it? Determines, shapes, reveals the objectives-goals of a company. Produces policies and an action plan to achieve the objectives.

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The Strategic
Planning Gather

Planning course has
The People
been written to be

stand alone but you

will find it a much

richer learning

experience if you

have already studied

the other six core

disciplines. From the

pragmatic point of

view experience has

shown that the failure

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rate for students who tackle Strategic Planning first is relatively high.

~~Strategic Planning –
Edinburgh Business
School~~

Strategic
management is
nothing but planning
for both predictable as
well as unfeasible
contingencies. It is

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applicable to both
small as well as large
organizations as even
the smallest

organization face
competition and, by
formulating and
implementing
appropriate
strategies, they can
attain sustainable
competitive
advantage.

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Resource-Based View

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Strategy: 3: Customer

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Segmentation and
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Management | Sloan
School of ...~~

A strategic plan is a
plan which is
formulated by top-
level management for
a long period of time

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of five years or more.

They decide the major goals and policies to achieve their goals. It takes in a note of all the external factors and risks involved and makes a long-term policy of the organization.

~~Concept of Planning,
Types of Planning
and Planning ...~~

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The strategic procurement planning approach described in this note follows three main steps:

- Analysis. This involves data gathering around the operating environment, supply markets, and key risks.
- Choices. This uses the data gathered to develop

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and screen potential strategic procurement options for their suitability, acceptability, and

STRATEGIC PROCUREMENT PLANNING

1. Definition of strategic planning. ·
John Bryson (who writes on public and non-profit sector

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(strategic planning): ·
"a disciplined effort to
produce fundamental
decisions and actions
that shape and guide
what an organization
is, what it does, and
why it does it."

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- Strategic management is a comprehensive area that covers almost all the functional areas of the organization. It is an umbrella concept

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of management that comprises all such functional areas as marketing, finance & account, human resource, and production & operation into a top level management discipline.

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management full
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Strategy - Aka strategic plan - Sets long-term goals and direction for an organization Strategic management A process that involves managers from all parts of the organization in the formulation and the implementation of strategies and strategic goals

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“Strategic human
resource
management is an

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approach to making decisions on the intentions and plans of the organization concerning the employment relationship and the organization's recruitment, training, development, performance management, and the organization's strategies, policies,

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and practices.”
Planning Gather
Strategic Human
Resource

Management (SHRM)

The term strategy is derived from a Greek word strategos which means generalship. A plan or course of action or a set of decision rules making a pattern or creating a common thread. A

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strategy of a
corporation is a
comprehensive
master plan stating

~~(DOC) STRATEGIC
MANAGEMENT
NOTES STRATEGY
AND PROCESS ...~~

Marketing Planning
involves setting
objectives and
targets, and
communicating these

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targets to people responsible to achieve them. It also involves careful examination of all strategic issues, including the business environment, the market itself, the corporate mission statement, competitors, and organisational capabilities.

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