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Introduction and Overview 1 What is Strategy
and Why is it Important 2. Charting a
Company's Direction 3. Evaluating a Company's
External Environment Section B: Core Concepts
and Analytical Tools 3. Evaluating a
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a Company's Resources, Capabilities, and
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The managerial process of crafting and executing a company's strategy consists of

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five integrated and interrelated phase consists of developing a strategic vision, setting of objectives, crafting a strategy in order to achieve the vision and objective of the company, executing and implementing the strategy in the organization and monitoring developments, evaluating performances and making corrective adjustments.

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