

STRATEGY

Component Description	Objectives
<ul style="list-style-type: none">◆ Strategy Formulation◆ Industry And Competitive Analysis◆ Company Situation Analysis◆ Competitive Strategies And Competitive Advantage◆ Matching Strategy To The Situation	<p>By the end of this session, participants will be able to:</p> <ul style="list-style-type: none">– Describe the process of formulating strategy– Discuss the analysis of the industry and its competitiveness– Analyze the company situation– Identify the company's competitive strategies and advantages– Match the strategy to the situation

