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According to
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management is an
ongoing process:
"nothing is final and
all prior actions and
decisions are

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subject to future modification." This process consists of five major five ever-present tasks: 1.

Developing a concept of the business and forming a vision of where the organization needs to be headed. 2.

Converting the mission into

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variety of ways.
Businesses vary in
the processes they
use to formulate
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activities. A

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flow of information
through interrelated
stages of analysis
towards the ...

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5.1 Strategy:

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Thompson and Strickland 6 defined strategy as “ the pattern of organizational moves and managerial approaches used to achieve organizational objectives and to pursue to organization ’ s mission. ” Strategy

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is a course of
action, including the
specification of the
resources required,
to achieve a
specific objective.
The specific
objective may be
the corporate
objective or it may
...

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say that a
weakness, or
competitive
disadvantage, is
something that a
company lacks or
does poorly, or a
condition that puts
it at a competitive

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disadvantage in the market place. There are three resource weaknesses that can exist.

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