

6) Developing Derivative Plans - The management after selecting the best strategic plan, should formulate the other policies and plans, which are the sub-plans to the main plan. (2)

7) Implementation of the Business Plan - After the development and selection of the plans and derivative plans management has to take initiative steps to implement the business plans.

8) Measuring and Controlling - After the strategic plan is put into action, the management has to measure the progress of the plan and compare it with the standards, observe the deviations, if any and correct the deviations.



Ans 1 The determination of the basic long-term goals & objectives<sup>①</sup> of an enterprise and the adaption of course of actions and allocation of resources necessary for carrying out these goals.

• There are some steps taken by Company's manager to develop strategy :-

1) Established Verifiable Goals - The strategic plan is based on the enterprise objectives. These objectives are mostly formulated by the top management where the values and beliefs held by the top management are reflected in these goals.

2) Establishing Planning Premises - Planning premises include certain assumptions about the future on the basis of which the plan will be ultimately formulated. Planning premises include:

a) Internal and External Premises

b) Tangible and Intangible Premises

c) Controllable and Non-Controllable Premises

3) Deciding the Planning Period - After formulating planning premises and long-term goals, the manager has to decide the length of business plan period. The plan of the period should be based on the nature of the business, the vision and mission of the Company.

4) Finding Alternative Courses of Action - After formulating the strategic plans, the top-level management should find out the alternative courses of actions available in order to accomplish the Company's mission.

5) Evaluating the Alternative Plans and Selecting a Course of Action - The management has to evaluate the available courses of actions through SWOT analysis and rank the alternatives.