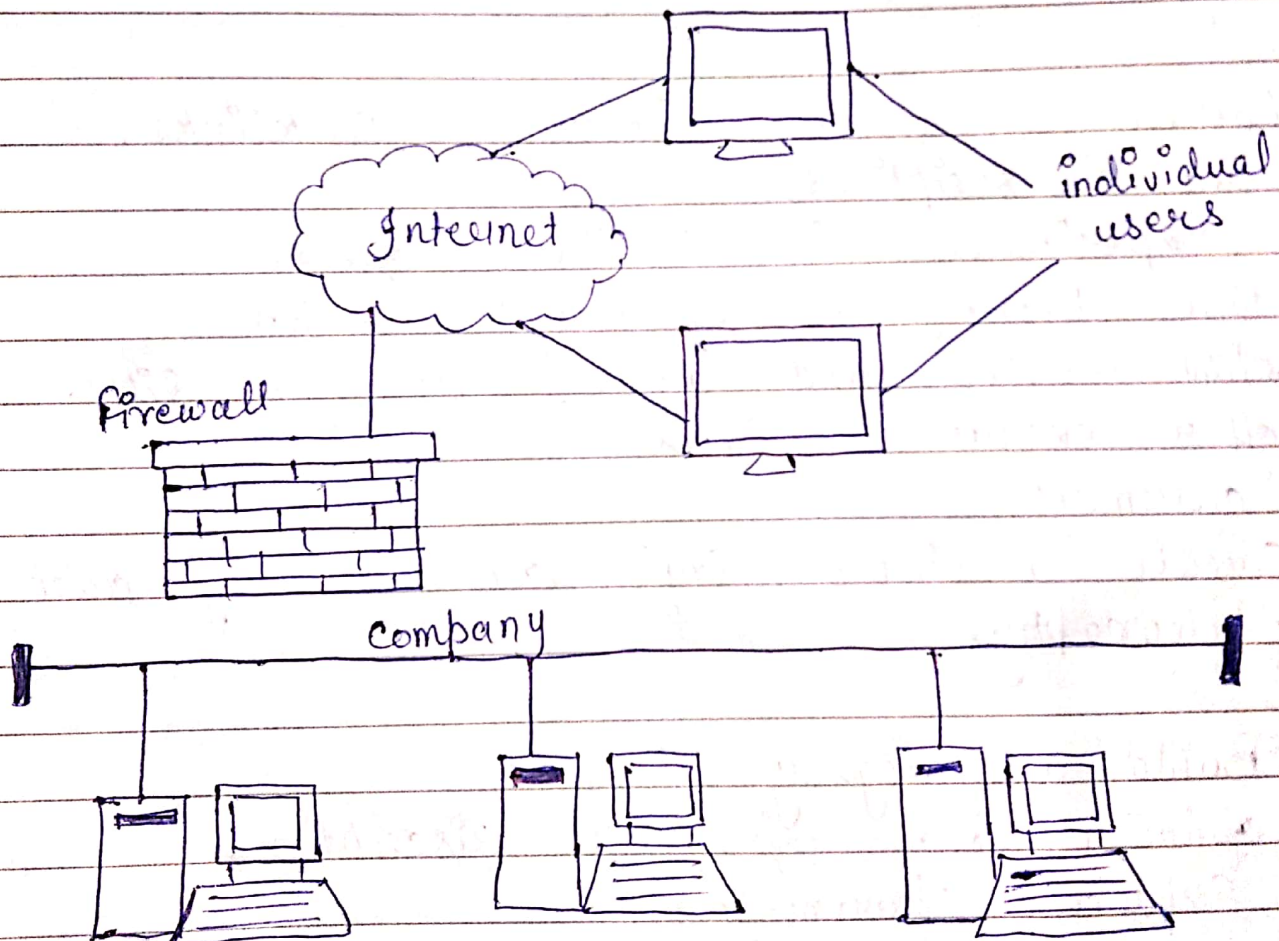


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Extranet :-

Extranet refers to network within an organization, using internet to connect the outsiders in controlled manner. It helps to connect businesses with their customers and suppliers and therefore allows working in a collaborative manner.



Extranet.

Applications of Extranet :-

1. Distribution networks.
2. Franchises
3. Governmental agencies
4. Membership associations
5. Charities
6. Tax firms

Introduction of Business Strategy :-

"Strategy is the direction and scope of an organization over the long-term which achieves advantages for the organization through its configuration of resources within a challenging environment to meet the needs of markets and to fulfil stakeholder expectations."

In other words, Strategy is about :

- Where the business is trying to get in the long-term
- How the business can perform better than the competition in those markets.