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https://www.100test.com/kao_ti2020/645/2021_2022_2011_E5_B9_B4ACC_c52_645954.htm 3.2 The nature of strategic planning

Strategic planning is characterised by the following:

- § Long-term perspective.
- § Looks at the whole organisation as well as individual products and markets.
- § Sets the direction of the whole organisation and integrates its activities.
- § Considers the views of all stakeholders, not just the shareholders' perspective.
- § Analyses the organisation's resources and defines resource requirements.
- § Relates the organisation to its environments.
- § Looks at gaining a sustainable competitive advantage.

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