Strategic analysis differentials

Business

Strategic analysis at the corporate level is performed by the executive management team of the company. This analysis involves making decisions in the long term and finding ways to improve the entire operations of the company. Managers performing strategic analysis at the corporate level have the goal of maximizing shareholder’s wealth. When a manager performs strategic analysis at the corporate level he must take into consideration external factors such as the economy, political, social, and the competition (Vitez, 2013). One of the purposes of this type of analysis is to find ways to increase the productivity, efficiency, and productivity of the company. The board of directors of public companies should be involved in the planning process associated with strategic analysis at the corporate level.

The implementation of strategic analysis at the business level is much different than at the corporate level. The manager or supervisor of a business unit is the person responsible for strategic analysis decisions at the business level. A big difference between the two concepts is that decisions made at the business level do not affect the long term plans of the company. Companies that empower their employees often involve their floor employees in the decision making process at the business level. A way to involve employees in the decision making process is by implementing a feedback system. Most of the decisions performed by supervisors or managers at the business level affect the company in the short term, which is much different than at the corporate level which deals mostly with long term decisions.

References

Vitez, O. (2013). Corporate Level Strategic Analysis. Retrieved April 4, 2013 from http://www. ehow. com/facts_7176607_corporate-level-strategic-analysis. html