

Unit – IV Strategy Formulation

Strategy Formulation :

Strategy formulation is the **analytical process of developing a roadmap to guide an organization toward achieving its long-term objectives and overall <u>mission</u>. It is the backbone of the strategic <u>planning</u> process, ensuring that all <u>business activities</u> are aligned with the organization's unified <u>vision</u>, goals, and objectives.**

Steps of Strategy Formulation :



