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# PRINCIPLE OF MANAGEMENT

## Strategic Management **Learning Activity**

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# LEARNING ACTIVITY

1. Construct a mission statement for a newly established company. Your mission statement should include all nine elements.
2. Consider a local company that is newly established. i.e. FashionValet Sdn. Bhd.
  - i. Prepare a situational analysis for the selected firm.
  - ii. Describe its competitive advantage.
  - iii. Illustrate at least two innovative strategies adopted by the firm to penetrate the market share.