

# STRATEGIC MANAGEMENT

## Lesson 6: Strategy in Action

### Learning Activities

by  
Cheng Jack Kie  
Faculty of Industrial Management  
[jackkie@ump.edu.my](mailto:jackkie@ump.edu.my)



# Learning Activities

1. Discuss with an example each on when should market penetration, market development and product development be implemented.
2. What are the benefits of implementing Integration Strategies?
3. At what situation, defensive strategies are suitable to be implemented?
4. What are the advantages and disadvantages of related and unrelated diversification?



# Learning Activities

5. Explain how strategic management differs in profit and nonprofit organizations?



END