

# STRATEGIC MANAGEMENT

## Lesson 7: Strategy Analysis & Choice

### Learning Activities

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# Learning Activities

1. Explain the process of generating and selecting alternatives strategies.
2. Discuss the matrixes commonly used in the strategy formulation framework.
3. How are the BCG Matrix and IE Matrix similar and different?
4. What is the main purpose of the matching stage?
5. Explain the steps in developing a QSPM Matrix.



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