

STRATEGIC MANAGEMENT

Lesson 8:

Implementing strategies Part 1

Learning Activities

by
Cheng Jack Kie
Faculty of Industrial Management
jackkie@ump.edu.my



Learning Activities

1. Discuss the differences between strategy formulation and strategy implementation.
2. What are the words that should be avoided when developing the annual objectives?
3. Explain the four types of resources that all companies have?
4. If you own four boutique hotels, would you operate them with a functional or divisional structure? Why?



END