

# STRATEGIC MANAGEMENT

## Lesson 9:

### Implementing strategies Part 2

# Learning Activities

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# Learning Activities

1. Why is it important for companies to target particular groups of customers and segment the markets?
2. Explain four major R&D concerns during the strategy implementation stage.
3. Explain three major operations concern during the strategy implementation stage.
4. If you are a HR manager, what will you pay attention to during the strategy implementation process?



# Learning Activities

5. Describe some marketing, R&D, finance and MIS activities that you may undertake if you would like to expand your café to the next town.



END