

# STRATEGIC MANAGEMENT

## Lesson 10: Strategy Evaluation

### Learning Activities

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# Learning Activities

1. Explain the strategy evaluation process.
2. Discuss on why is it important to evaluate strategies on a continuous basis rather than on a periodic basis.
3. What are the purposes of developing a revised IFE Matrix and revised EFE Matrix?
4. Explain how can you measure your company's performance.



# Learning Activities

5. As an owner of a local café, explain how you can evaluate your café's strategy.
6. Explain the purposes of a contingency plan.



END