



STRATEGIC MANAGEMENT FOR SEED BUSINESS IN AFRICA

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Introduction

“In the global economic race, countries and companies that succeed are the ones with sustainable competitive advantage”.

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Strategic Management

- The development and implementation of strategy to achieve corporate success
- The attainment of sustainable competitive advantage
- Adjusting to environmental change
- Ensuring value for money and efficiency



Strategic Management (Cont'd.)

- Learning to do the right things right and better
- Understanding and confronting constraints
- Managing stakeholders

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The Process

- Strategic planning

- Strategic implementation

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Strategic Planning

- Determining the results an organization intends to achieve in future and how it will achieve them.
 - Where are we now?
 - Where do we want to be?
 - How do we get there?



Strategic Planning

- Vision, Mission & Values

- Strategic Analysis

- Objectives

- Strategies

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Strategy Implementation

- Putting strategy into action
- Producing results
- Introducing change in the organization

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Strategy Implementation

- Implementing strategy is challenging
- A good strategic plan does not guarantee results: It has to be put into action
- Many excellent strategies fail when attempts to implement them are made

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Strategy Implementation

- Institutionalizing the strategy
- Action planning
- Budgeting
- Monitoring and evaluation

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THANK YOU

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