

how it is measured or defined.
profitability

[BUS849] The inherent strengths and weaknesses of the company's management and organisational structure is assessed in the _____
profile

[BUS849] The intended nature and the direction in which the organisation wants to move is _____
objective

[BUS849] The most common approach in strategic management is the _____
top-down

[BUS849] _____ depicts the quantity and quality of financial, human and physical resources available to the firm.
profile

[BUS849] Industrial organisations approach to strategic management deals with _____
competitiveness

[BUS849] _____ describes the desired future position the company wants to be.
goal

[BUS849] Guides to actions are termed _____
policies

[BUS849] The alternative name for the company's mission is _____
vision

[BUS849] A plan that integrates an organisation's major goal, policies and action sequences into a cohesive unit that is achievable is termed _____.
strategy

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