

# Planning and Strategic Management (C4)

Dr. Joyce Iun

Department of Management

The Chinese University of Hong Kong



2. resources  
(people, \$)



3. reduce  
uncertainty



4. evaluations/control  
measures



1. provide direction

- financial
  - strategic
- (objectives, direction)**

Planning is a process

Strategic

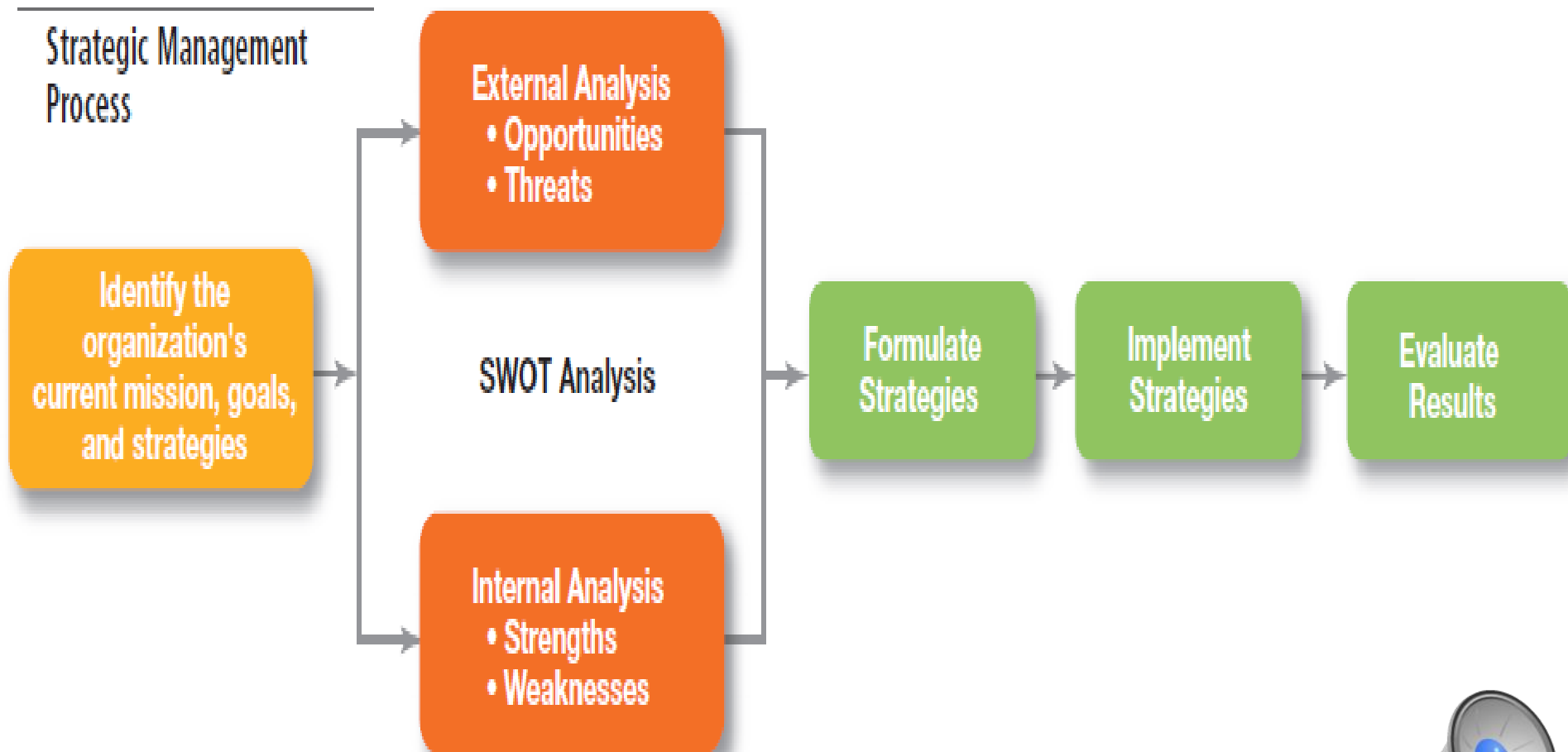
operational

**(allocate resources, ensure goal attainment)**

Contemporary characteristics: flexible, specific, on-going evaluations, plan at all levels



# Exhibit 9.1: 6-Step Strategic Management Process



# Your Personal SWOT

Strengths:

?

Weaknesses:

?

Opportunities:

?

Threats:

?



# 759...

林偉駿先生

Mr Coils Lam Wai-Chun

Click the above image to play the video



# 759's SWOT

- **Strength:**
- **Weakness:**
- **Opportunity:**
- **Threat:**