
Strategic Management

Question: Give an outline of relation between 'Strategy and Customer' in brief.

Ans. A company with no strategy is likely to lose its competitiveness. The essence of good strategy making is to build a strong market position and a capable organisation to create the customers to whom the company wants to appeal. Foremost is the need to create a customer, which essentially means identifying needs in the marketplace and developing an offering to convert potential buyers into customers.

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