

# INTRODUCTION TO STRATEGY DEVELOPMENT

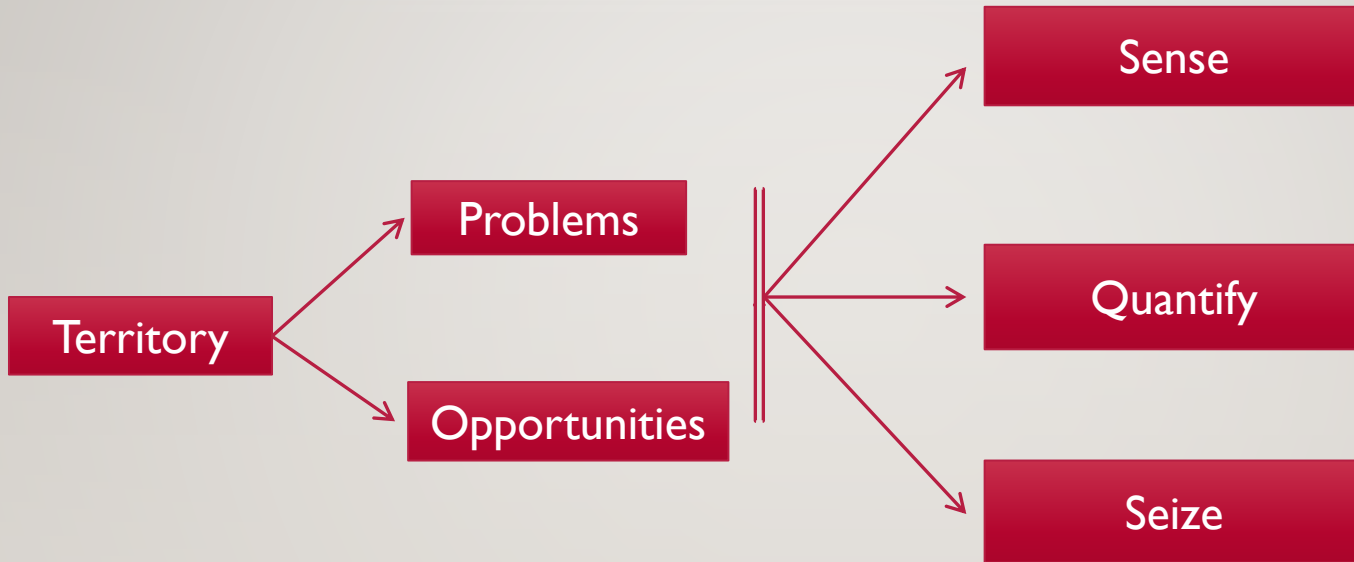
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BY

DR. HAFEEZ RAJUDIN

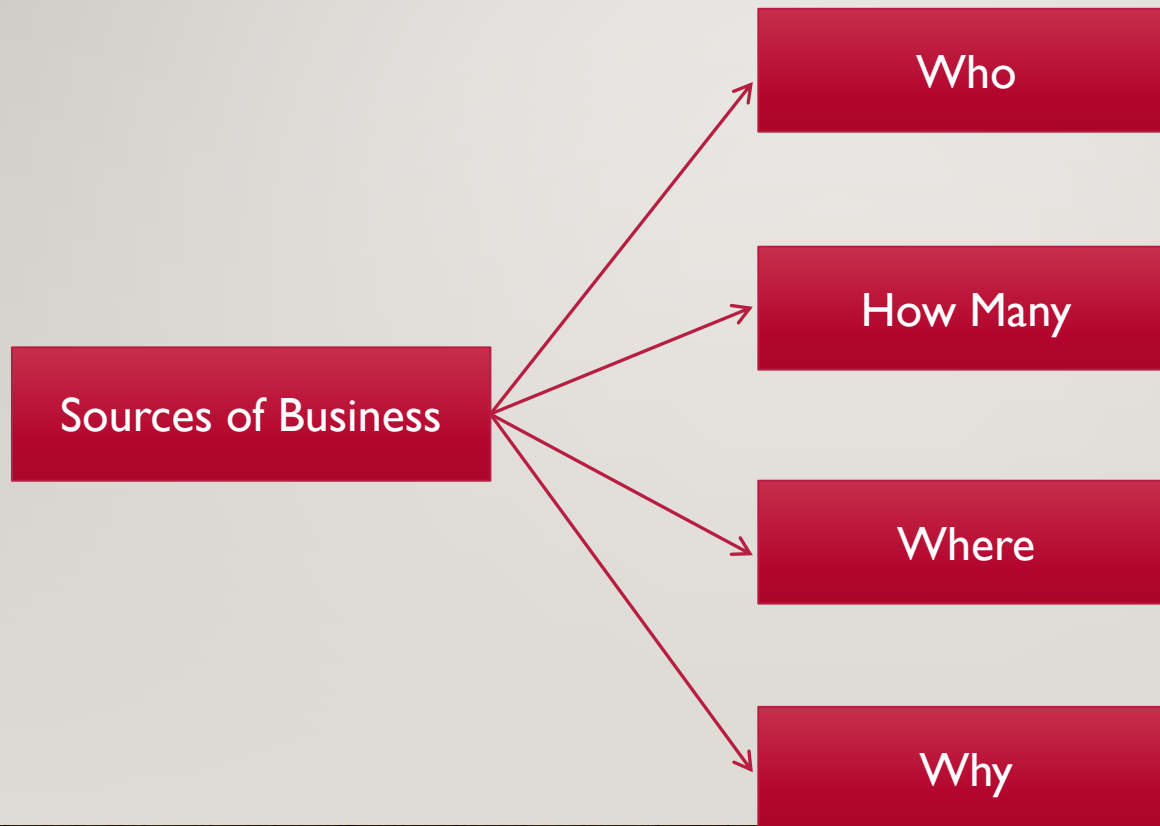
# Strategy Development

## I Identify your Business Territory



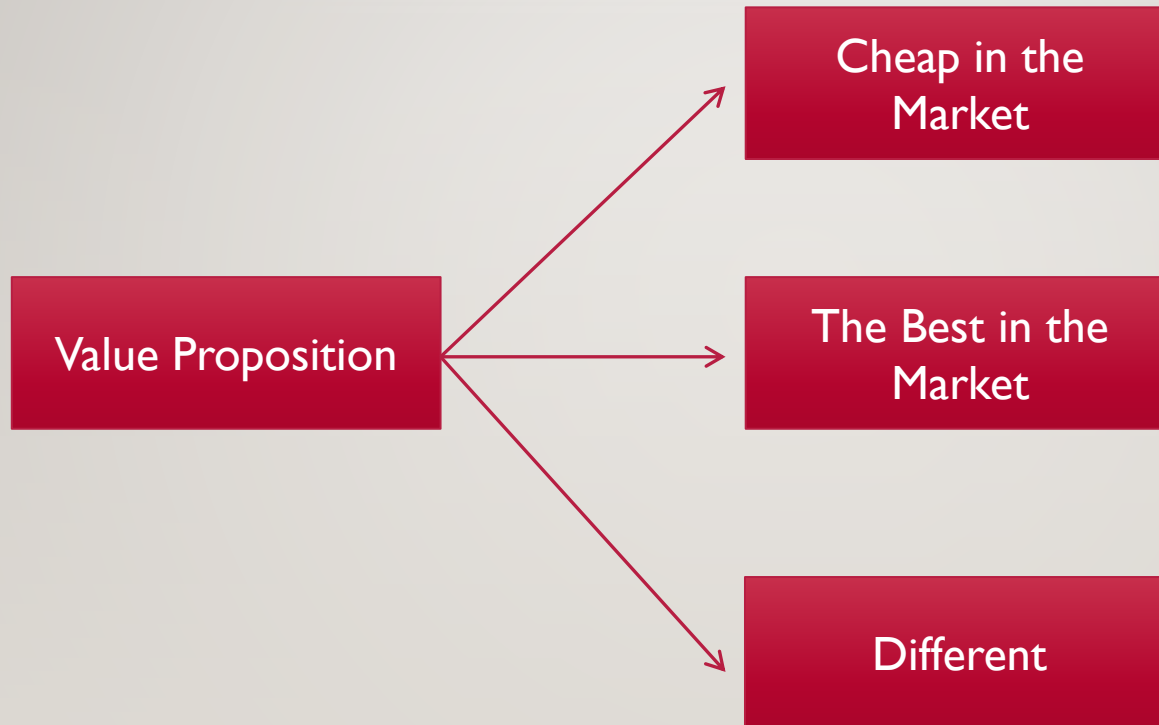
# Strategy Development

## 2. Identify the Sources of Business



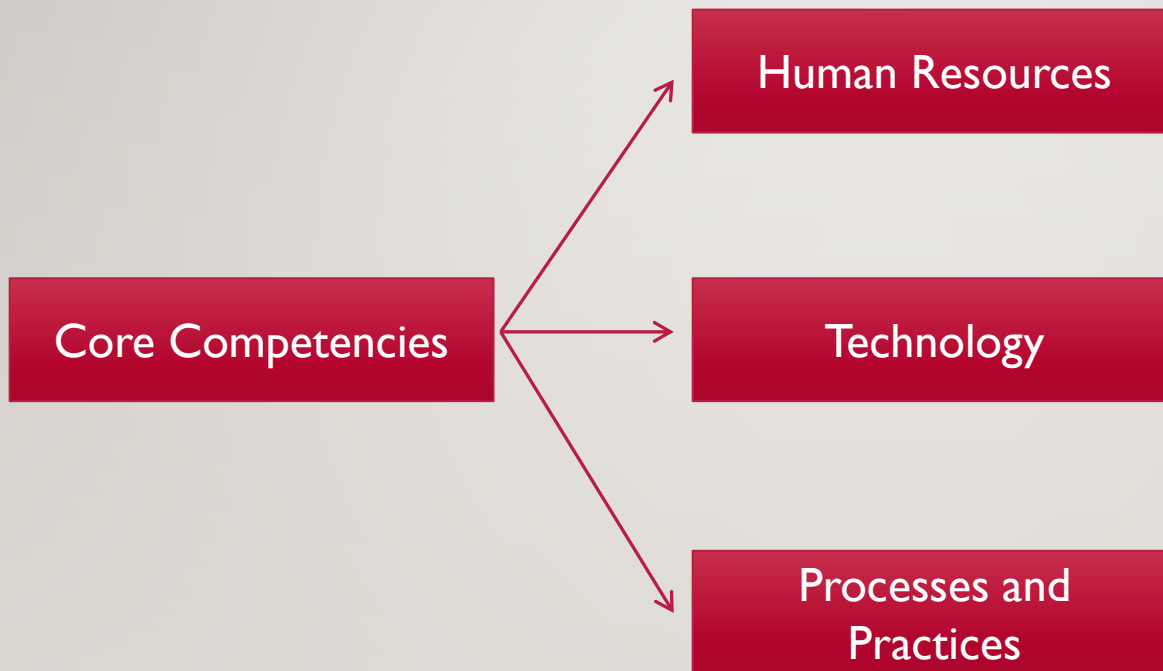
## Strategy Development

### 3. Value Proposition



# Strategy Development

## 4. Core Competencies



## Strategy Development

### 5. Value Disciplines

