

Co-Founder
Husam Abozekry

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Co-Founder
Ahmed Alsherieef
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Why every business needs a Strategy



Benefit It ensures that everyone in the company understands the long-term goals and the steps needed to achieve them.

Google has a clear strategic focus on innovation and user experience. By aligning its resources and efforts towards these goals, Google has maintained its position as a leader in technology and search engines.

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Why every business needs a Strategy

Strategic management helps in the optimal allocation of resources, ensuring that they are used efficiently and effectively to achieve strategic objectives.



Toyota implements strategic management through its lean manufacturing system. By focusing on efficiency and waste reduction, Toyota can allocate resources more effectively, leading to cost savings and higher quality products.

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Why every business needs a Strategy

Benefit: Organizations that engage in strategic management typically experience improved performance. This is due to the alignment of resources, clear objectives, and focused efforts on strategic priorities.



Apple Inc. has seen enhanced performance due to its strategic management practices. The company's strategic focus on innovation, design, and customer experience has driven its success in the competitive technology market.

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Why every business needs a Strategy

NETFLIX

Benefit: Strategic management allows organizations to be proactive rather than reactive. Companies can anticipate opportunities and threats in the market and take pre-emptive actions.

Netflix transitioned from a DVD rental service to a streaming giant by recognizing the shift in consumer behaviour towards online content consumption. This strategic pivot allowed Netflix to capitalize on the growing demand for streaming services, positioning it as a leader in the entertainment industry

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Why every business needs a Strategy



Benefit: By continuously evaluating and adjusting strategies, companies can build and sustain a competitive advantage over their rivals.

Amazon has leveraged strategic management to build a sustainable competitive advantage. Through continuous innovation, such as the development of Amazon Web Services (AWS) and its sophisticated logistics network, Amazon has maintained its dominance in e-commerce and cloud computing.

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