



Process of Strategic choice



Introduction

- Organization continually face the challenge of exercising choice among alternatives .Strategic choice is an inalienable part of the decision making process. The process of strategic choice is essentially a decision making process.



Strategic choice

- Continuous challenge of exercising choice among the alternatives.
- Selection among the alternatives is a **DECISION MAKING PROCESS** .
- Strategic choice can be defined as the decision to select from the grand strategies while taking into consideration the firm's objectives.

Process of strategic choice

Focusing on strategic alternative



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graph TD; A[Focusing on strategic alternative] --> B[Analysis the strategic alternatives]; B --> C[Evaluating the strategic alternatives]; C --> D[Choosing from the strategic alternative];
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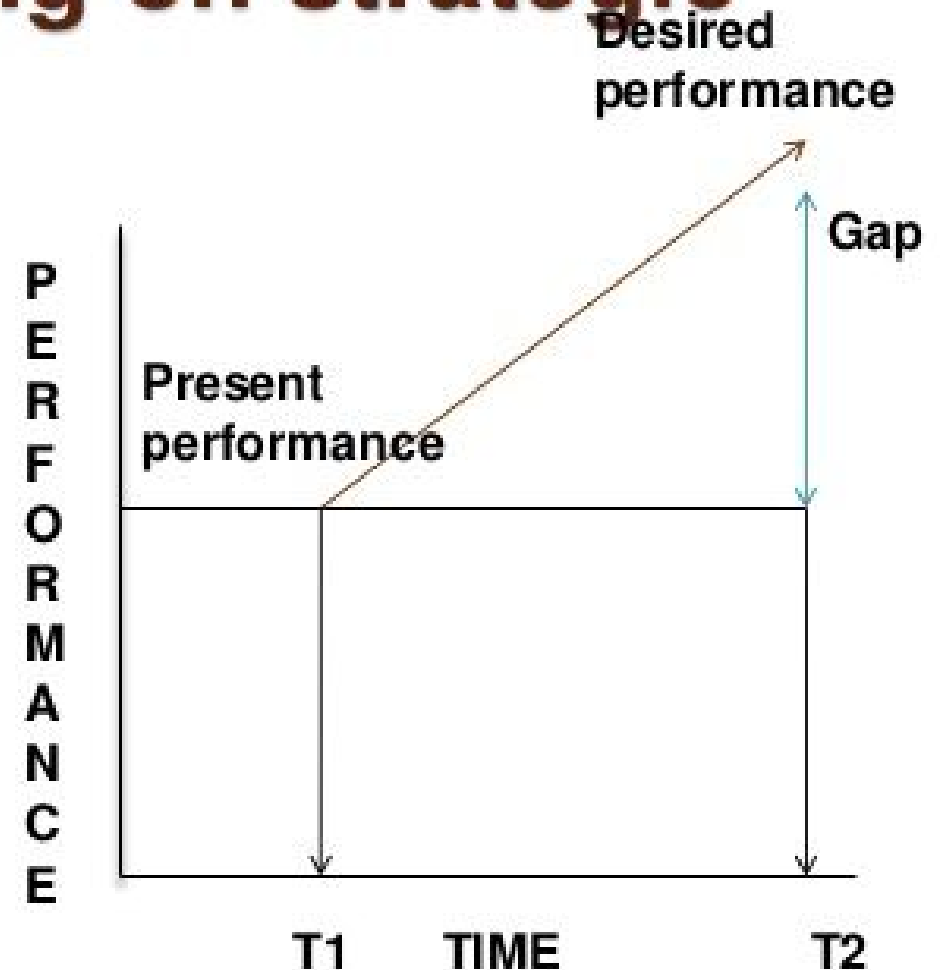
Analysis the strategic alternatives

Evaluating the strategic alternatives

Choosing from the strategic alternative

Step 1: Focussing on strategic alternatives

- To reduce the no. of alternatives to a manageable no. of feasible strategies.
- It can be done with GAP ANALYSIS.





Step 2: Analysis the strategic alternatives

The selected feasible alternatives have to undergo through analysis and such an analysis rely on certain factors

OBJECTIVE FACTOR

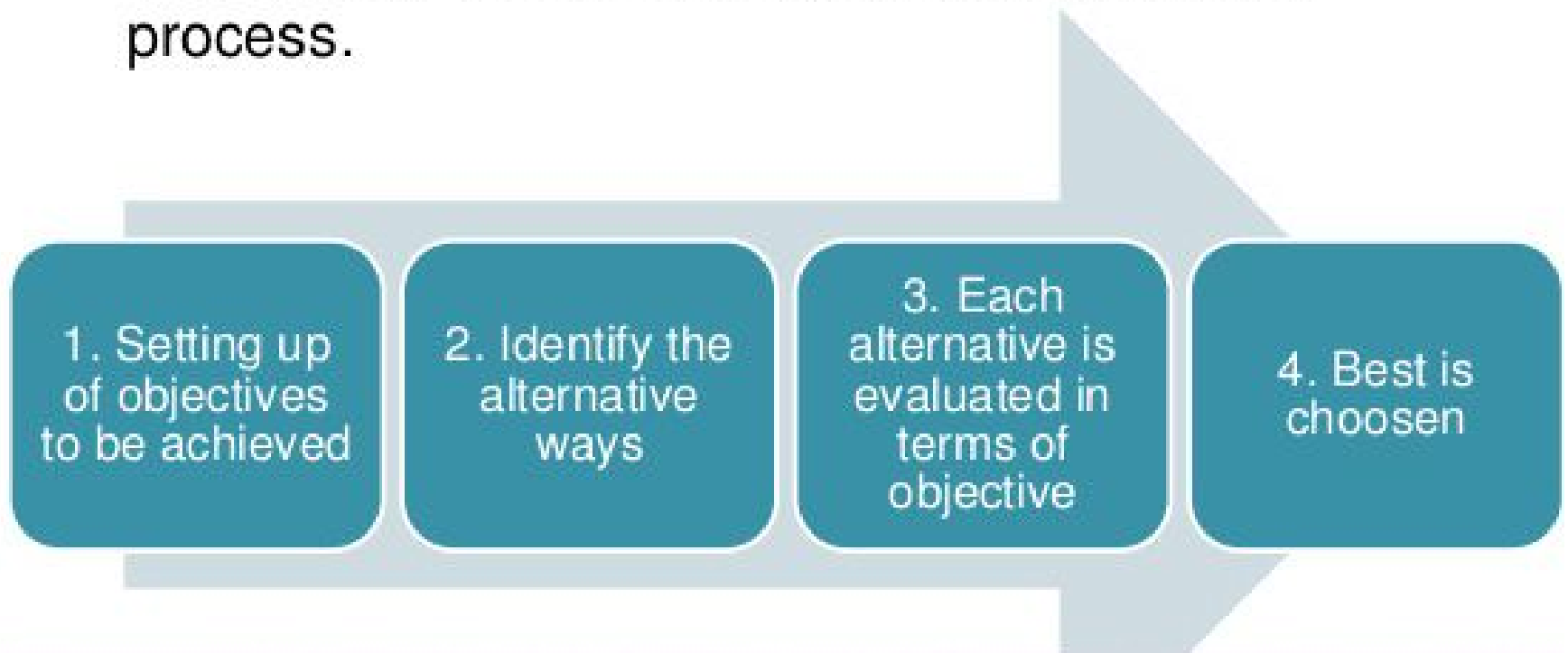
- Based on analytical techniques
- They are hard facts or data to facilitate a strategic choice
- E.g. market share, market demand , cost etc

SUBJECTIVE FACTORS

- Based on personal judgement collective information
- E.g. Top level management perception

Step 3: Evaluating the strategic alternatives

- It basically involves bringing together the analysis done on the basis of selection factors.
- There is no set procedure and strategist may use any approach according to circumstances.
- **We** usually follow strategic decision making process.





Step 4: Choosing among the strategic alternatives

- Evaluation leads to clear idea which alternative is most suitable under the existing conditions.
- One or more strategies are chosen and a blue print is prepared under which those strategies are operated.
- Contingency strategies are also formulated in order to deal with unforeseen situation.