

Franchise Expansion

Objective

To assist on evaluating and deciding on the best strategic choice for the organization.

Learning Outcomes

- Identify the resource endowments specific to the firm and those that are homogeneous to industry participants;
- Specify current and desired strategic positioning in order to respond to market opportunities and demands;
- Implement a strategic plan that takes into account the functional areas of business;
- Evaluate and revise programs, policies, objectives and procedures in order to achieve organizational goals.

Take aways:-

- Tips to decide on best strategic choice
- New friends