**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 1: Activity 5**

**Strategy structures**

**Place yourself with the other members of your allocated group (one of THREE groups as directed by your tutor):**

Group 1: Research the model for market-led versus resource-based strategies

Group 2: Research the strategic hierarchy model

Group 3: Research corporate hierarchy and structures

TASK

Each group to prepare a presentation comparing the different approaches and suggesting how strategies will vary for the different attitudes. Give (business) examples.

Present to rest of the class.