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Agric. Econ. – Czech

J. Hron

Strategy related factors of business entity structure and behaviour

Agric. Econ. – Czech, 51 (2005): 481-488

Each business entity in a turbulent environment aims its behaviour towards achieving defined strategic goals. Strategy formulation means a process towards achieving a model of behaviour which makes use of opportunities in the external environment with optimal use of

individual sources so as to satisfy the interests of the main interest groups. The possibility of setting such strategic alternatives is an expression of "health" of a business entity and, at the same time, it is a pre-requisite of success in creating a methodological approach to the selection of the best acceptable variance of solution.

Keywords:

strategy, alternatives, decision-making process, business entity, external and internal environment, efficient behaviour

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