The relevance of strategic analysis and control in managing corporate organizations to gain competitive advantage

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Keywords
Strategic management, competitive advantage, corporate performance, strategic analysis and control

Abstract
The modern corporate organizations are operating in rapidly changing external environment, which offer both opportunities and threats. The discontinuous and turbulent nature of the business environment makes it imperative for organizations to adopt strategic management practices, to be alert to environmental changes and challenges. This paper attempts to examine the relevance of strategic analysis and control, an aspect of strategic management practice, in the management of corporate organizations, to enhance their competitiveness. The study further provides an overview of strategic management and its relevance to corporate performance. Qualitative research method was adopted for the study. Extensive review of the relevant literature was undertaken to provide insight. Major findings indicate that strategic management influences competitiveness and its adoption serves as a guide for managers to overcome risk and uncertainties and out-perform their competitors. The study recommends that strategic management process needs continuous and sustained supervision, management commitment and adequate funding and resource availability. Corporate organizations should articulate strategic vision and mission that must be effectively communicated to all employees, to gain a critical mass of followership, to drive the implementation process.