

Modelling Strategy Planning in Multi Business Companies

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Abstract : Corporate-level strategy, or simply 'parent strategy', is a topic that has received much attention since the very early days of the strategic planning field. Since the multi level enterprises have different sub enterprises which deal with different business environments, we cannot define the same strategic perspective for all of them. Therefore, the determination of a perspective to manage and deal with affiliates of such enterprises is the main challenge. The parent strategy in mother enterprises' level has been analyzed in this research. A case study has been carried to comprehensively describe the proposed model.

Keywords : parent strategy, multi-business companies, performance evaluation, lifecycle

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