

Business Policies And Management Strategies

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Abstract- *The study insights on the business policies and management strategic processes. These components becomes one of the essential in any given organization. A proper planning, policies and management protocols can be asset to any organization. Based on these consideration, the present study provides brief information on this topics*

Keywords- Business, Policies, Management,

I. INTRODUCTION

Policies of the business define the scope within that decisions can be taken through the minor support in an organization. It allows lower-level management to understand the issues and problems without any consulting of the top-level management every time for the decisions. Business policies are in any organization guidelines which made to govern business actions. These policies are defined limitations within which decisions should be made. Policies which are related to the business also deals with the acquisition of the resources with the organizational goals can be got. Business policy is the study of roles and responsibilities of top-level business management, the specific problems influencing the success of the organization, and decisions influencing organizations in the long term [1-3].

II. BUSINESS POLICY FEATURES

When an organization develops an effective business policy, this policy should have the following features.

Specific

The policy must be definite or specific. If the policy is uncertain, the implementation will become typical.

Clear

The policy should be clear. It must avoid the utilization of jargon and connotations. So the policy should be no misunderstanding in the following.

Uniform

The policy should be reliable or uniform sufficient so this can be efficiently supported or followed by the subordinates.

Proper

The policy must be proper to represent company goals.

Easy

The policy must be easy and easily understood by all employees in the organization.

Comprehensive

To get the future benefits policy should be comprehensive [1,2].

Flexible

The policy must be flexible in the operation of applications. So this not mean that policy must be altered always, however, this must be broad in scope to make sure, that line managers utilize them in regular scenarios [4,5].

Stable

The policy must be stable else it will guide to irresolute and uncertainty in the minds of employees, those look into for the guidance.

There is a difference between policy and strategy

The term "policy" must not be examined as similar to the term " strategy". There is a difference between strategy and policy can be condensed as follows-

1. The policy is considered the blueprint of organizational activities that are repetitive. When the strategy is worried about those company decisions that have not been faced before in a similar form.
2. The formulation of the policy is the top-level responsibility of the management. And on another hand strategy formulation is performed by middle-level management.

3. Policies are deal with daily essential activities for the efficient and effective running of the organization. On the other hand, strategy deals with strategic decisions.
4. The policy is worried about both actions and thought. While the strategy is worried about most with the actions [5].
5. The policy is considered whist is, or what is not performed and while a strategy is a methodology utilized to get a fixed target as described by the policy.

III. BUSINESS STRATEGIC MANAGEMENT

Strategic planning mentioned to the art of managing and planning the activities of the business at the possible level in an organizational profit. Inside business management regulation, it holds one of the central roles for developing a business management strategy and execute the process of business management. Business strategic planning centralizes on developing a solid fundamental infrastructure for business management activities by organizing, controlling, and directing business implementation[4]. As per the rule, it is the matter of an organization's top management to develop a successful strategy for business management and handle business execution.

Business management strategy is the systematic high-level plan of the actions aimed at planning and working the business management process at the most efficient method to get the strategic goals and objectives of a company. It has aimed to develop the company's direction for the business and specifying management and policy plans to support the direction. This is the tool of successful business strategic planning which assists to make high-level decisions for the businesses regarding the setting of long term goals and assigning resources in direction of execution of policies and achievement of the objectives [4-8].

Crucially business management strategy is centralized to creating the solutions which could assist take a company to a higher level of the business process enhancement and growth. In easy terms, business strategy management solutions tend to introduce the next four problems.

1. Examining the environment within that the company will be operated.
2. Expressing how the company looks at their roles within this environment (statement of the mission).
3. Determine the goals to meet with the company's requirements concerning both short term and long

term view of what the company can offer. (vision statement)

4. Developing the company's objectives of doing the business management activities expressed in both strategic and financial terms.

These above four problems of business management strategy and one direction for the business strategic planning process. the problems can be fully introduced through-

1. Strategic business management policies and plans development.
2. Assigning of the business resources, and these are the strategy tools for business management [5-8].

IV. POLICIES AND PLANS

A strategic plan is the series of the long term process to get an objective of business strategy planning. Policies are the tools of the business strategy management for a specific scope of the strategic plan and recognize the extent of the business decisions affect upon execution of the business management schemes. Strategic policies and plans are the amazing tools for business management jobs and give the answer to the questions, how the best to get a strategic goal?"

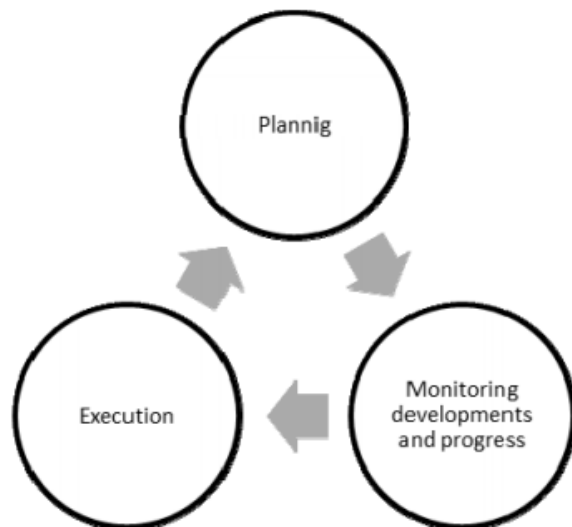
V. RESOURCES ALLOCATION

This tool for the business strategy management needs allocating the accurate amount of the resources of the business like money, people, equipment, time and technology, to the various parts of the company's strategy to the business management, therefore this is the appropriately allocated resources are sufficient to meet with the specific objectives and goals. Resource assigning is generally planned and managed through means the ERP systems. Business strategies for management can be seen by various angels, like business organization sociological approach to manage the human interactions and relations between the lowest and highest level of the managerial authority. But, like the strategy is the foundation for both functional management and operational management [1,3]. When considering the business strategic planning a tool provides the big benefits for an organization, it covers methods for performing the business management activity and tasks and developing solutions to the process improvements.

VI. THE PROCEDURE OF THE STRATEGIC MANAGEMENT

Organizations utilized various processes for developing and administering activities that are related to

strategic management. Companies that have been more innovative plans have been made more descriptive procedures. The company which has a variety of actions is more willing to utilize for developing the systems of strategic management because these are more dependent on a variety of their products, technology, and market. But, despite differences in details and formality level, the main elements of models utilized for examining the activities of the strategic management can be classified into 3 general parts, called planning and development of the strategy, strategy implementation, and examining the developments and progresses.



The above figure shows elements of the cycle of strategic management. The cycle of the strategic management considering, it can be referred that the first step in the strategic management is planning and developing of the strategy. At this phase, the organization's mission is specified and internal and external aspects are assessed to fix the opportunities, strengths weakness, and limitations of the company and to authorize the company to fix the objectives and different levels of strategies. Here discuss the second component of the strategic management like strategy implementation, which includes putting strategies that are specified at the development step into the actions. In context to execute the strategies, first, the objectives and policies of the company are fixed on the based of the strategies and company missions and then the resources are assigned based on the objectives and policies which are directed based on a suitable framework to execute the strategies [1].

Monitoring development and process is the last component of strategic management. The duration of this phase the likely impact of these modifications on the objectives, missions strategies, and execution process are assessed. So the suitable methodology is made for the

execution of every phase is examined from the various angles. At last, the obtainable outcomes and good way of obtaining the outcomes are evaluated to identify and remove the likely deviations. But, anyhow the elements of strategic management, some of the main factors must be considered in its process. the more important factors in the process of strategic management include environment to the implementation of the plan. Like compatibility and relationships. Plans and strategies like procedures, objectives, practical plans, and policies. Company structure like duties, authority, responsibility and control systems, etc. and the procedures of the interior relationship.

VII. ADVANTAGES AND NECESSITY OF STRATEGIC MANAGEMENT

Strategic management is highly advantageous and necessary for organizations. Considering quick environmental and social modifications and necessity of the aligning the company for these changes, the need of the company to make plans which authorize them to tolerate and even though overcome these socioeconomic and political variations. So, the anticipated ability of the future, acquiring information about the environment, and have efficient plans for success in future needs strategic planning and management. The company requires making plans that enable them to overcome this socioeconomic and political-strategic management is also examined as a huge benefit for the company. The principle benefits of the strategic management contain the warning against issues before their occurrence, producing for the environmental modifications and activities of the rivals, and also not amazing through these aspects, generating favorable reactions to modifications, giving realistic attitude towards the issues, facilitating the identification and utilization of the chances, minimizing the untimely impacts of the bad conditions and unfavorable modifications, managers relate with the typical decisions to fix the objectives, developing the resources and time assigned to identify the opportunities are more effective, giving the group activities to combining the various staff's duties, making a framework for an interior personal relationship, allowing the organization good competitive benefits compared with the rivals, modifying the personal activities into the group activity and also encourage anticipation in individual and managers[1-3]. So, the capability to anticipate the further, acquiring the information about the environment, and have efficient success plans in future needs strategic planning and management.

VIII. BCG MATRIX TOOLS

BCG, Boston consulting group matrix is a 4 celled matrix (a 2x2 matrix) which is developed by the BCG, USA.

This is the more renowned corporate type portfolio examination tool. It gives a graphic representation to a company to analyze various businesses in its portfolio based on its market share and growth rates of the industry. This is a 2-dimensional analysis of the management of SBU's (strategic business units). This is a comparative examination of the possible business and environment evaluation. Based on this matrix, the business could be categorized as low or high according to their industrial growth rate and related market share.

IX. RELATED MARKET SHARE

SBU sales for this year leading the competitor's sales this year.

Market growth rate

Industry sales of this year- industry sales for last year. Analysis needs which both measures be computed for every SBU. The business strength dimension, related market share, will calculate comparative benefits indicated through market dominance. And the theory is the existence of the experience curve and which market share is got due to the complete cost leadership [1-3]. BCG matrix contains four cells, with a horizontal axis representing the relative market share and vertical axis denoting the growth of the market rate. The relative market share mid-point is fixed at 1.0. and all the SBU's are in a similar industry is utilized. while all the SBU's are placed in various industries, then the midpoint is fixed at the growth rate for the economy.

X. BCG MATRIX LIMITATIONS

BCG matrix has categorized the businesses as low and high, however normally businesses can be medium. So, the exact nature of the business may not be reflected.

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