

## **MANAGEMENT STRATEGIES**

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### **ABSTRACT**

The purpose of this study is to clarify the concept of management strategy through theoretical and practical applications. Strategy is the action plan that helps business achieve its objectives and used for performing activities such as sourcing. The principle of strategy is about performing different activities or current activities differently from competitors. Every business is and has to be closely related to the concept of strategy. Businesses are obliged to develop new ways and methods constantly to be able to respond competitors, tackle the changes in the environment, meet changing customer expectations and use current resources efficiently. Literature related to management strategies was used and reviewed in this research.

**Keywords:** Strategy, management, management strategy.