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In business parlance, the terms strategy refers to is a unique plan designed with the aim of achieving a competitive position in the market and also to reach the organisational goals and objectives. In short, it is an interpretative plan, that guides the enterprise in realizing its goal.

Difference Between Strategy and Policy (with Comparison ...

Business Policy & Strategic Management Business Model A Business Model is a document describing the operations of a business including the components of the business, the functions, and design. It is the plan implemented by a company to generate revenue and make a profit from operations.

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It is the corporate policy that creates a sense of mission and purpose in the executive value judgment, and in their managerial operations, because a direct and purposeful preparation to face the challenges, opportunities and threats of the day-to-day business activities, is provided by the business policy from time to time.