

ABSTRACT

The inner workings of a company is largely determined by their environment, which directly affects their strategies and, therefore, in its results. It is for this reason that it is highly necessary to understand the operation of this environment and the extent to which forces are related to the company and affect the way they operate. For the enterprise to be competitive you need to answer the constantly changing environment requires the development of a design appropriate to the goals and strategies of their owners visionary strategic plan. The implementation of the plan allows control strategies and competitive advantages compared with other rival firms through analysis, thus allowing to know if it is necessary to improve or redesign existing strategies. Operating costs in the implementation of the Strategic Plan, resulting in substantial costs that should take the company to implement the plan, the expected return is not only financial, as it generates multipliers intangibles for human resource company, intangible strategies comprising the final result is expected in organizational transformation that determines the qualitative change required for the desired future for the company. Monitoring compliance with the objectives must be consistent with those responsible and management, and each person adding to these objectives, means the company has to be fully committed.

KEYWORDS

Strategic Plan, strategies, competitive advantages, builder. marketing.

