

Distinguish, differentiate, compare and explain what is the Difference between Objective and Strategy. Comparison and Differences.

Difference between Objective and Strategy

1. The objective represents an end towards which the activities and efforts direct. A strategy is defined as a comprehensive plan for accomplishing organizational objectives.
2. Objectives focus on broad and general issues. Strategy generally focuses on achieving specific objectives, specifically in light of competitors strategies.
3. Objectives need to be in measurable terms, example: increasing sales by 10%. Strategy converts the objectives into results by adopting a particular course of action and allocating resources to achieve them.

Steady Run