

5.4: Introduction to Strategic Planning Opportunities

What you'll learn to do: [Examine possible opportunities that can arise from strategic planning](#)

Strategic planning helps firms identify how best to compete in-market, given the business environment, the firm's own capabilities relative to the needs of the customer, and the anticipated actions/reactions of competitors. The resulting marketing plan guides how the firm should pursue its strategic objectives, reflecting areas where the firm can pursue avenues for growth and sustained competitive advantage.

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