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What is a Strategy?
Business Strategy vs Business Plan vs Business Model. The business strategy is a part of the business plan which is a part of the big conceptual structure called the business model.

The Business Model is a conceptual structure that explains how the company operates, makes money, and so on.
how it intends to achieve its goals. Business Strategy: Definition, Levels, Components ... Impact of Marketing Strategy on Business Performance A Study of Selected Small and Medium
Enterprises (SMES) in Oluyole Local Government, Ibadan, Nigeria.

Gbolagade Adewale, Adesola M.A, Oyewale I.O
Department of Marketing
The Polytechnic, Ibadan
Tel: 08033458715

Department of Business Administration
Osun State Polytechnic, Iree