

DIFFERENCE BETWEEN CORPORATE PLANNING & STRATEGIC PLANNING

Corporate Planning

It Refers to Major Business Activity that involves in Producing Product & Delivering Service.

Its Planning for Targeting Audience

usually comprise of Short Time Period

deal with the internal aspect of Business

set Parameter & Objectives within Company

Entities that are designed around a set of element that demines the Shape of Business

Strategic Planning

It Determines a Long Term Direction of Company

sets overall Direction of Company

To focus on company to Gain Competitive Advantage

Setting the Mission & Vision of an Organisation.

Allocating of resorces among different Projects in order to achieve goal

Deals with Overall Business (Internal & External) Environment

Its Responsible for Scanning Environment