

Analytical Role of Corporate Strategy in Growth and Expansion of Unilever Pakistan

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Abstract

The corporate strategy plays an integral role in providing business entities with a market direction. The formulation and implementation of corporate strategy aids in providing businesses with abilities and capabilities so as to maintain and develop adequate pace with the consistently changing business environment, aids in the development of a strategic vision and focus on overall business goals and objectives, strengthens decision making and most importantly helps in the provision of a competitive edge to a business. The role of corporate strategy becomes highly significant when the business operates globally. The research undertakes the relative role, significance and overall impact of its corporate strategy in making adequate contribution towards the attainment of business growth and expansion and assessing the correlation between the corporate strategy and overall business growth.

Keywords: Corporate Strategy, Business Growth, Business Expansion.

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