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Leadership. One primary difference between corporate and functional strategies is the leadership involved. Corporate strategy involves executive or advisory boards and top management. Difference Between Business Strategy and Corporate Strategy July 28, By Surbhi S 1 Comment Business strategy is concerned with the strategic decisions concerning the choice of product, competitive advantage, customer satisfaction, etc.

Once the corporate strategies have been defined, each support group, such as marketing, finance and human resources, develops a functional strategy. Functional strategies describe the specific ways in which a function will help the business execute its strategy. Jun 27, The corporate level is the highest level of business strategy, and it is the broadest. You should craft your corporate-level strategy with your main purpose in mind. This is the place to set lofty. Corporate strategy is the highest level of strategy followed by business level strategy and finally functional level strategy. Each of these is explained in this article. There are various levels of strategy in an organization - corporate level, business level, and functional level.

Functional strategies include marketing strategies, new product development strategies, human resource strategies, financial strategies, legal strategies, supply-chain strategies, and information technology management strategies. The emphasis is on short and medium term plans and is limited to the domain of each departments functional.

As implied by the graphic, functional-level strategy is the foundation that supports both corporate-level strategy and business strategy. Many strategic initiatives are simply the implementation of functional strategies, but often a strategic initiative straddles numerous functions and businesses. Top managements overall plan for the entire organization and its strategic business units. Corporate level strategy occupies the heights level of DECISION MAKING. the nature of the decisions tends to be value oriented, conceptual than the Business level, and Operational or Functional level.

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