



Davao del Sur State College
Brgy. Matti, Digos City, Davao del Sur

STRATEGIC BUSINESS ANALYSIS



PREFACE

Strategic Business Analysis is a vital discipline that equips learners with the tools and perspectives needed to understand organizational performance and make informed strategic decisions in a dynamic business environment. This module provides a comprehensive introduction to the principles and practices of strategic analysis, beginning with foundational concepts and the Philippine business landscape, and progressing through external and internal analysis, competitive assessment, and strategic decision-making tools. By integrating frameworks such as environmental scanning, SWOT, and industry analysis, learners develop the ability to evaluate both opportunities and challenges that influence organizational success.

The module further advances into financial analysis, strategy formulation, and strategy implementation, emphasizing the alignment of goals, execution, and performance evaluation. With a strong focus on real-world application, particularly within the Philippine context, learners are guided in linking strategy with measurable outcomes through tools such as KPIs and the Balanced Scorecard. Overall, this course aims to develop critical thinking, analytical skills, and strategic insight, preparing learners to effectively analyze, formulate, and implement strategies in diverse organizational settings.

Author



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KIM F. LLEGO



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ABOUT THE AUTHOR

The author, Kim Florentino Llego, MBA, serves as a dedicated permanent instructor at Davao del Sur State College, where he inspires the next generation of business leaders with his academic expertise. Beyond the classroom, he is a prolific and active researcher who deeply investigates regional economic dynamics, focusing on critical areas like agricultural credit access and smallholder farmer performance. His commitment to societal growth is highly evident in his role as an extensionist, bridging the gap between complex academic theories and practical, real-world community applications. Through his multifaceted initiatives, he seamlessly blends strategic business analysis with localized grassroots development to foster sustainable community empowerment. Ultimately, his dual passion for rigorous scholarly inquiry and meaningful community service reinforces the institution's vital mission of driving regional progress.

