- **Introduction**

Business strategy is one of the youngest management sciences, focusing on businesses as actors in economic and social life. The strategic approach to business experienced significant growth with the development of the industrial economy. There were several key moments in the history of corporate strategy, starting in the 1950s with the development of the first strategic analysis models at Harvard in the United States, which highlighted the strengths and weaknesses of a company on the one hand, and the threats and opportunities in its environment on the other. Subsequently, other strategic analysis models were developed in the 1960s by strategy consulting firms.

Shortly afterwards, the economic world became more complex, with companies operating in the same market engaging in fierce competition. It was in this context that Michael Porter developed analytical techniques in the 1980s to identify a sector of activity and predict the behaviour of competitors. The 1990s, meanwhile, were marked by strategic globalisation and the search for flexibility. The competitive environment for companies became one of constant uncertainty, giving rise to greater risks.

Companies implement strategies on an ongoing basis to adapt to their environments.

Strategy is of paramount importance in positioning a company vis-à-vis its competitors. From these different perspectives, it appears that strategy applies to a number of economic agents, including entrepreneurs within the framework of their companies, the state, and social classes.

Indeed, economic turbulence generally leads to radical changes in companies' strategic thinking. Faced with this environment, currently dominated by globalisation and new information and communication technologies, companies are finding it difficult to adapt. Business leaders are finding it increasingly difficult to identify and choose the right strategy to ensure profitability, continuity and growth.

The strategy commits the company to the long term and aims to achieve its objectives. The decisions it entails are difficult to reverse. Strategic decisions are the responsibility of senior management. They differ from tactical decisions in terms of the importance of the issues involved.

Strategy concerns the company's relations with its environment and aims to:

- achieve a satisfactory position among competitors;
- increase the organisation's growth potential;

To do this, each company must seek and find: What strategy should it adopt to establish itself in its market?

In this regard, in this course, we aim to show how to choose a strategy and how to implement it.

The question that naturally arises, and which therefore forms the basis of this course, is as follows: ‘What strategic choices can be implemented to position oneself against the competition, and what are the strategic development directions for an organisation?’

This issue raises a number of questions that we must address in this course. These questions are as follows:

1- What are the characteristics of strategic decisions?

2- What are the various strategic choices available to a company?

3- How can we analyse the competitive landscape to enable the company to position itself in relation to its competitors?

4- What are the terms of a growth strategy ?