

Correlation analysis between enterprise strategic planning and management decision-making

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Abstract: This paper deeply discusses the close relationship between enterprise strategic planning and management decision-making, and analyzes the mutual influence between them from two dimensions of theory and practice through taking Apple Inc as a case. Strategic planning is regarded as a guide to the long-term development of enterprises, and management decision-making is a key step to implement the strategy. It is found that strategic planning provides a clear direction and long-term goal for management decision-making, while management decision-making is constantly adjusted in practice to adapt to the dynamic business environment. In terms of strategic planning, this paper emphasizes key factors such as innovation orientation, ecosystem construction and global market occupation. Apple Inc's successful strategic planning includes continuous product innovation, building a complete ecosystem and outstanding performance in the global market. These factors provide a strategic framework for long-term development of enterprises and a solid foundation for management decision-making. In terms of management decision-making, this paper pays attention to the practice of supply chain management, marketing strategy, investment research and development, etc. Apple Inc ensures timely delivery of products through efficient supply chain management, unique marketing strategy stimulates users' demand, and invests heavily in research and development to ensure that products always maintain a leading position. These management decisions directly support the successful implementation of strategic planning and ensure the company's competitive advantage. In the ever-changing business environment, enterprises need to ensure the consistency between the two, and form a virtuous circle between strategic planning and management decision-making by establishing a flexible and adaptable decision-making system. This study provides practical guidance for business leaders and a new direction for future research.

1. Introduction

In today's competitive and ever-changing business environment, enterprise strategic planning and management decision-making have become the key elements to maintain organizational competitive advantage and achieve sustainable development[1]. Enterprise strategic planning is a long-term and systematic process, which aims to determine the vision, mission and goals of the enterprise and formulate corresponding strategic directions to achieve these goals[2]. At the same time, management decision-making is a short-term decision made by the organization in actual operation, which directly affects the daily operation and performance of the enterprise.

This paper aims to deeply discuss the close relationship between enterprise strategic planning and management decision-making, and analyze their mutual influence in practice. In today's uncertain and changing business environment, enterprises not only need effective strategic planning to adapt to changes in the external environment, but also need flexible management decisions to respond to internal and external challenges in time. The synergy between the two is not only crucial to the long-term strategic goals of enterprises, but also directly affects the competitive position of enterprises in the market. Through the in-depth study of this correlation, we can better understand how enterprises can achieve their strategic goals and maintain their competitive advantages through effective strategic planning and flexible management decisions in the changing business environment. This is of great theoretical and practical value to enterprise leaders, managers and

academic circles.

2. The guiding role of strategic planning in management decision

As a blueprint for the long-term development of enterprises, strategic planning not only clarifies the vision, mission and core values of the organization, but also provides important guidance for management decision-making by formulating strategic direction. Strategic planning defines the long-term goals of the enterprise and enables the management to understand the organization's vision more clearly[3-4]. This helps to make clear the priorities when making management decisions and ensure that every decision is consistent with the strategic objectives of the enterprise. For example, if the strategic plan makes it clear that market leadership is the key goal, management decisions should focus on product innovation and marketing to support this strategic goal.

Strategic planning provides a visionary ability for enterprises, enabling management to foresee future market trends and competitive patterns[5]. This long-term vision is helpful to consider the possible challenges and opportunities in the future when making management decisions and avoid too short-sighted decisions. For example, when making an investment plan, the long-term growth target in the strategic plan can guide the management to choose the investment direction that maximizes the long-term value. Strategic planning not only defines the strategic direction of the organization, but also provides a common idea and goal for the whole organization. This helps to unify the internal actions of the organization when making management decisions, and ensures that the efforts of all departments and teams are moving towards common goals. For example, if strategic planning emphasizes teamwork and innovation, management decisions can pay more attention to encouraging teamwork and promoting innovative projects.

Strategic planning usually includes risk assessment of external environment, which provides strong support for management in making management decisions. By foreseeing and evaluating the potential risks, the management can make decisions more carefully and reduce the uncertainty faced by the organization[6-7]. Strategic planning also cultivates the adaptability of the organization, enabling it to flexibly adjust its decisions in the turbulent market environment and ensure the sustainable growth of the organization. The development direction of enterprises in different fields is clarified, which provides the direction for the allocation of resources. This directly affects the management decision-making on investment, manpower allocation and technology research and development. Through the effective allocation of resources, enterprises can better implement their strategic plans, improve their performance and gain competitive advantages.

The guiding role of strategic planning in management decision-making is not only to provide a clear direction for decision-making, but also to shape organizational culture and improve the flexibility and adaptability of the organization, so that enterprises can better cope with the complex and changeable market environment[8]. Therefore, the integration of strategic planning and management decision-making to form a coordinated decision-making system is very important for the sustainable success of enterprises.

3. Influence of management decision on strategy implementation

In the daily decision-making of enterprise operation, the decision of management directly affects the success of strategy implementation. Management decision plays a key role in the implementation of the strategy, which shapes the actual effect of the strategy through its flexibility, execution and feedback mechanism.

The flexibility of management decision-making is very important to the implementation of the strategy. Due to the changing market environment, the strategy may need to be adjusted in the process of implementation[9]. Management's decision-making should have enough flexibility and adaptability to changes to ensure that the implementation of the strategy can remain effective in the ever-changing environment. For example, in an industry with fierce market competition, management decisions need to be adjusted in time to adapt to changes in the competitive situation.

Strategic planning determines the long-term goals of enterprises, and management decisions are

directly related to the actual achievement of these goals. Management needs to consider the allocation of resources, teamwork and the execution of the implementation plan when making decisions. Excellent management decisions can ensure that strategic planning not only stays on paper, but can be effectively implemented in actual operation[10]. For example, the management of an enterprise that has made a strategy to increase its market share needs to make decisions to ensure that the sales team is adequately equipped and the marketing plan is implemented smoothly, so as to ensure the actual achievement of the goal.

Management decision-making is very important for establishing an effective feedback mechanism. Through timely feedback, the management can understand the progress of strategy implementation, identify potential problems and make adjustments when necessary. The quality of management decision affects the learning ability of the organization, and then affects its ability to adapt to the environment. For example, an enterprise with good management decisions can find the market reaction in time through the feedback mechanism, so as to adjust product strategies to meet customer needs and increase market share. The allocation of resources and the control of cost by management decisions directly affect the effect of strategy implementation. In the process of implementing the strategy, the management needs to allocate resources such as manpower, finance and technology reasonably, while keeping the cost under control. Through effective management decisions, enterprises can maximize the use of limited resources and improve the efficiency and economic benefits of strategy implementation.

Management decision-making is the driving force of strategy implementation, and its flexibility, execution, learning ability and resource optimization directly determine the final effect of enterprise strategy. In the ever-changing business environment, management needs to realize the far-reaching impact of its decisions on the implementation of the strategy and pay attention to the quality of the decisions, so as to ensure that enterprises can continuously adapt to changes and achieve strategic goals.

4. Case analysis

Apple Inc is one of the leaders in the global technology industry. Its success not only comes from innovative product and market strategies, but also is inseparable from its excellent strategic planning and management decisions. This case will focus on the strategic planning and management decisions of Apple Inc in the past few years, and discuss its successful experience and possible lessons.

Apple Inc has always been known for its product innovation and high-quality design. Its strategic planning emphasizes innovation orientation, and Apple Inc is committed to constantly introducing subversive products and shaping market trends through innovation. The company has built a complete ecosystem, including hardware, software, services, etc., enabling users to seamlessly connect between different devices. Apple Inc pays attention to the global market in its strategic planning, and achieves business growth by expanding market share, while maintaining its occupation of the high-end market.

Apple Inc performs well in management decision-making, which is crucial for the successful implementation of strategic planning. By establishing an efficient global supply chain, the company ensured timely delivery of products and reduced production costs (Figure 1). Apple Inc is famous for its unique marketing strategy, which improves brand loyalty by stimulating users' unique sense of demand for products. The company invests heavily in R&D to ensure that the products always keep the leading position and adapt to market changes in time.

Global market occupation is one of the important factors for Apple Inc's success. By adapting to the market demand of different countries and regions, the company has achieved sustainable growth of its global business (Figure 2). The ecosystem built by the company provides users with an all-round experience, which promotes users to achieve higher loyalty in the product range.

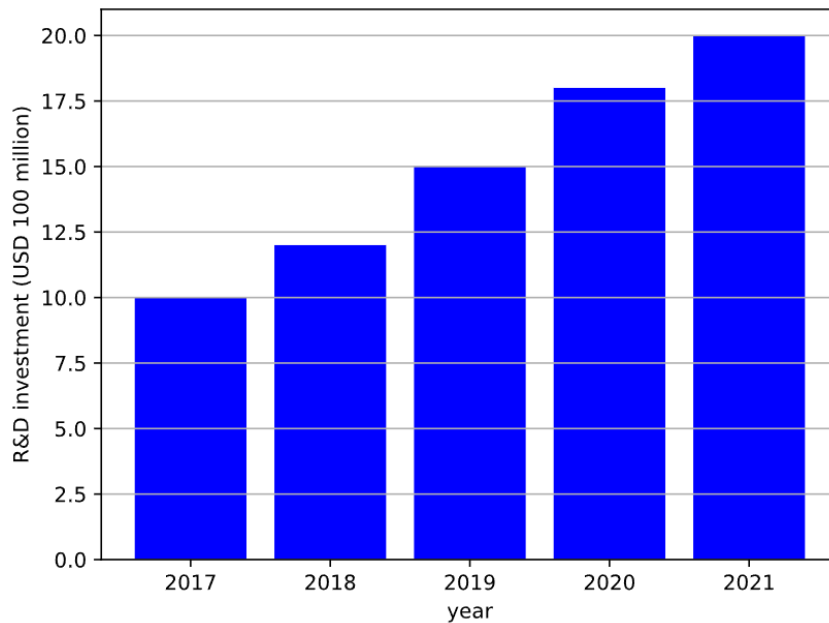


Figure 1 Apple Inc's R&D investment changes

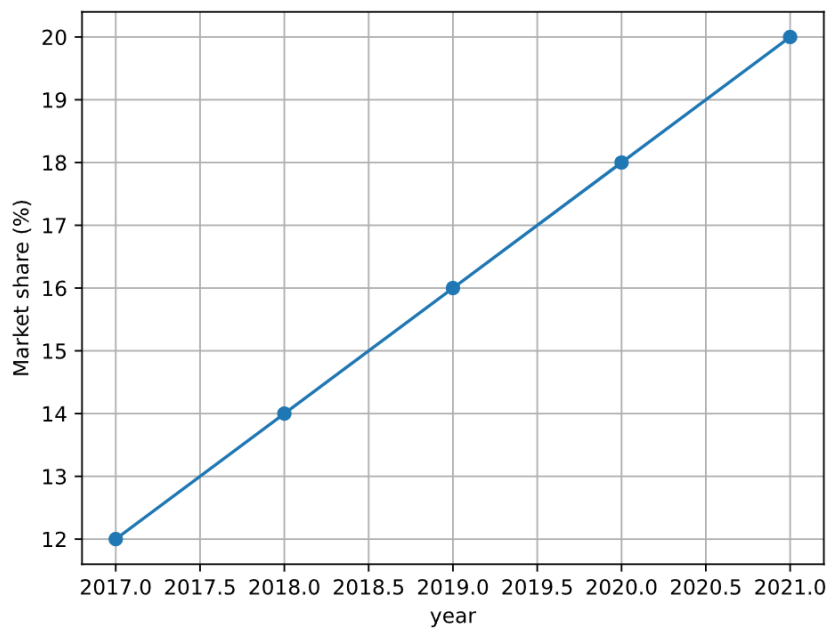


Figure 2 Changes in global market share of Apple Inc

Apple Inc used to rely too much on iPhone in some periods, which led to obvious performance fluctuation when the mobile phone market was saturated, reminding other companies to avoid over-reliance on products. The successful strategic adjustment of the company needs to balance the coordination with the existing product line while continuing to innovate, so as to ensure the smooth transition of users.

5. Conclusions

Strategic planning sets long-term goals and directions for enterprises and provides clear guidance for management decision-making. Management decisions need to be consistent with strategic planning in implementation to ensure that each decision serves the overall strategic objectives. In the changing business environment, the successful implementation of strategic planning depends on the flexibility and adaptability of management decisions. The management needs to adjust the decision in time to adapt to the changes in the external environment and ensure that the strategic

objectives will not be damaged by market fluctuations. Enterprises need to form a collaborative decision-making system to integrate strategic planning and management decisions when implementing strategies. Only by forming a consistent decision-making concept in the whole organization can enterprises better implement their strategic plans. The relationship between enterprise strategic planning and management decision-making is complementary and closely linked. Only when enterprises make wise strategic plans and implement them through flexible and scientific management decisions can they stand out from the fierce market competition and realize sustainable development. Managers should realize the importance of this relationship, and through continuous learning and optimization, make strategic planning and management decisions play the greatest synergistic effect in enterprise development. This study provides practical guidance for business leaders, and provides a new perspective and direction for further research.

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