THE ROLE OF STRATEGIC VISION PROCESS IN BUSINESS DEVELOPMENT IN NIGERIA

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Abstract

This paper examines the role of strategic vision in the present economic realities in Nigeria. This paper proposes a managerial approach to strategic vision development for the future. The approach is developed in a way that attempts to respond to top management concerns regarding the need to manage by strategy in today’s rapidly changing environment thus contributing meaningfully to business development in Nigeria.
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thus contributing meaningfully to business development in Nigeria. Keywords: Strategic vision, vision, strategy, corporate vision, strategic thinking, strategic.

investigating hotel employee involvement in strategic human. Tekstil ve Konfeksiyon, Dünyada. adopted in this learning process is dependent of the hierarchy level objectives; however “the appropriateness of a particular strategy depends on the age, intelligence, motivational background, achievement history and participant autonomy” (Garavan, 1999). The authors have focused and emphasized on the methods of “on the job training” and mentoring as the popular and suitable methods for the management development. The Medium sized Businesses in Nigeria also recorded 4,670 according to the report. The total number of persons employed by the sector as at December, 2013 stood at 59,741,211, which represents 84.02% of the Nigeria total labour force. Unfortunately, the development of a viable and efficient MSMEs sub-sector in Nigeria like many other evolving nations of the world is hampered by structural constraints over the years. These constraints include difficulties in marketing and distribution of products, communication problems, lack of investment capitals, and lack of power supply to mention but a few. When talking about the economic factors affecting businesses in Nigeria, most of these limiting factors are well covered in our future topic below.