



The diagram illustrates the components of a business unit strategy. At the top, a black horizontal bar contains the text "Business unit strategy" in white, enclosed within a white oval. Below this bar, there are four light green rectangular boxes arranged horizontally. The first box on the left contains a white oval with the text "Research and development". The second box contains the text "Marketing". The third box contains the text "Engineering". The fourth box on the right contains a white oval with the text "Operations".

## Business unit strategy

Research and  
development

Marketing

Engineering

Operations

### **EXHIBIT 2.5** Real-life business strategy-making process

SOURCE: Hill, T. (2005) *Operations Management*, 2nd edn, Basingstoke, Palgrave Macmillan