

**Yogoda Satsanga Mahavidyalaya**  
**Department of Commerce**  
**M.Com Semester II**

**Paper Name: Strategic Management**  
**Paper Code: CCCOM202**  
**Unit I: Introduction**  
**Topic: Strategic Intent**

Strategic intent is about setting clear and ambitious goals for a company or organization.

**Definition:** Strategic intent is a statement that outlines the long-term aspirations and goals of a company. It's like a big vision for the future.

**Ambitious Goals:** It involves setting challenging and inspiring objectives that go beyond what the company is currently capable of.

Explanation with the help of an illustration:

Let's say there's a small bakery called "Sweet Delights."

**Current Situation:** Sweet Delights currently has one shop and sells cakes and pastries.

**Strategic Intent:** Their strategic intent could be something like "To become the leading dessert provider in the region, known for our innovation and quality."

**Long-Term Focus:** This statement focuses on the long-term goal of becoming a regional leader, not just selling a few cakes.

**Motivation:** It motivates employees and leaders to work towards this big goal, even if it's challenging.

**Guiding Decisions:** It helps the company make decisions that align with this vision. For example, they might invest in new recipes, hire more staff, or open more shops to achieve this goal.

***Adaptability:*** The strategic intent isn't set in stone. Sweet Delights can adjust its strategy over time as circumstances change, but the intent remains the same – to become a regional dessert leader.

***Measuring Progress:*** Sweet Delights can measure its progress by tracking factors like sales growth, customer satisfaction, and market share.

In simple terms, strategic intent is like a big dream or goal that a company sets for itself. It's not something they can achieve quickly, but it guides all their actions and decisions to move closer to that dream over time. Just like how "Sweet Delights" aims to become the top dessert provider in their region by focusing on quality and innovation.