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TITLE OF DIPLOMA THESIS:

STRATEGIC PLANNING... DEVELOPMENT TOOL FOR GREECE

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ABSTRACT

The aim of the present dissertation is the implementation of the twelve- steps strategic planning model, which has been widely accepted and adopted by companies and organizations, at country level (Greece). The model is initially described on a company level. Appropriate modifications in terms and components are performed in order to adjust the whole process performed in business level to county level. The economic situation in Greece is also briefly described in order to understand its current position and situation. The vision and the goals for the economic development of the country are stated and the opportunities, threats, strengths and weaknesses of both the country and the related sectors of the economy are defined through SWOT analysis. The drivers and actions that contribute to the completion of the task are formed and evaluated, performing multicriteria analysis (Analytical Hierarchy Process (AHP) and the Expert Choice software). Finally, the conclusions of the application of the method are presented at country level and particularly for Greece. These conclusions demonstrate that the model can be applied at country level by incorporating any relevant policies. As far as the application of the model in Greece is concerned, the application of the above model would provide prospects to the country to come out of the economic crisis that Greece has suffered since 2008.

KEYWORDS

Strategy, Strategic Planning, Developing Strategy, Greece, Economic Development, Strategy Model , AHP