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Factors That Influence Effective Strategic Planning Process In Organizations [www.iosrjournals.org](http://www.iosrjournals.org) 189 | Page

### **Factors That Influence Effective Strategic Planning**

7 October 2013 | By Estelle Metayer. Analysis is often where the ball drops as far as competitive intelligence analysts are concerned. Yet this is the only way the team can truly extract insights from the data and the intelligence gathered, and have a chance to play a role in the company's strategic planning process.

### **50 Competitive Intelligence Analysis Techniques**

The key objective of this report is to critically evaluate the strategy of Ryanair against the backdrop of the European air line industry and the bludgeoning Budget sector, in response to the challenges facing the Industry as a whole and Ryan air in particular & also has evaluated the Ryan air's bid for fellow Irish carrier, Aer Lingus.

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