

ENVIRONMENTAL ANALYSIS AND STRATEGIC ALTERNATIVES: THE STRATEGIST'S OPTIONS AND CHOICE DILEMMA PERSPECTIVES IN SELECTED FIRMS IN NIGERIA

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ABSTRACT

The main objective of this study is to empirically examine and have a good understanding of the influence of organizational business environment and its analysis in order to determine strategic alternatives that will usher options and choices for feasible strategy crafting and implementation. The study involved ten (10) statistically selected firms operating in Rivers, Bayelsa and AkwaIbom States. Data were sourced from 140 strategic managers, with the aid of structured questionnaire. Data analyses were done with the aid of Statistical Package for Social Science and computer simulation modeling. Issues relating to environmental diagnosis leading to environmental threats and opportunity profile as well as the strategic advantage profile were also examined. The different processes and methods of generating strategic alternatives in different external and internal factors examined were discussed. The study further analyzed different environmental situation scenarios. The study arrived at the proven fact that, the development of a manageable set of the most attractive strategies should be the probable option and choice. It therefore, made recommendations on which strategic alternatives would be suitable for each business environment, options and choices for the strategist to adopt.

KEYWORDS: *Environmental Analysis; Strategic Alternatives; Options and Choice Dilemma Perspectives; Diagnosis*