

2015

**MARCORLOGCOM PRODUCTS & SERVICES
PRODUCT/SERVICE DEFINITION**

As of: Monday, March 23, 2015 13:35

1. PRODUCT/SERVICE TITLE: The official name of the Product and Service
Strategic Management

3. LEAD ORGANIZATION: Name of the organization overseeing the Product and Service.
Operations Directorate (OPS DIR)

6. DESCRIPTION: A detail description or definition of this Product and Service (it's function, purpose, reason for existence.)

Strategic Management is conducted as an ongoing process that will enable MARCORLOGCOM to plan, execute, monitor, and adjust the course/direction of the Command's Strategic Plan as required. The Strategic Plan is an overarching view of the Command's future based on an assessment of our current situation, external influences, internal drivers and assumptions, taking into account our current and intended missions within the logistics environment in which we operate and compete. This plan sets forth our Strategies, Goals, and Objectives to attain the capabilities and competencies needed to achieve this future vision.

The Strategies, Goals, and Objectives are monitored and re-assessed on a recurring basis to determine how each has been implemented and whether it has succeeded or needs replacement by a new Goal or Objective to meet changing circumstances, new technology, new competitors, new economic factors, or new social, financial or political environmental influences. Modifications are made to the Strategic Plan as necessary.