

Please
read this
presentation,

STRATEGIC BUSINESS PLANNING

a necessity for any effective manager

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B Econ (Hons) AIB D.MM C.FP AIBM
a Certified Professional Trainer

together with
a brochure on
course outlines

Competitive Strategy Development Process

1. Preplanning

- A. Staffing:
 - Director
 - Coordinator
 - Team
- B. Kickoff Meeting:
 - Introduction to process
 - Assignments



2. Intelligence Gathering

Individual Team Member Assignments

3. Analysis

Subject Matter Experts

Entire Team in Local Meeting

Where are we?



4. Building Plan

Entire Team, Off-Site:

- Values
- Culture
- Policies
- Vision
- Mission
- Critical Success Factors
- Key Results Areas
- Goals

Where do we want to be?



cont'd

- Strategies
- Tactics
- Action Plans (draft)
- Controls
- Sharing Vision

Entire Team, Local Meeting:
Action Plans (final)
Sum of All Action Plans

How can we get there?



5. Implementation

6. Control and Follow Up

How to Get Where You Want to Go
with What You Have or Can Get

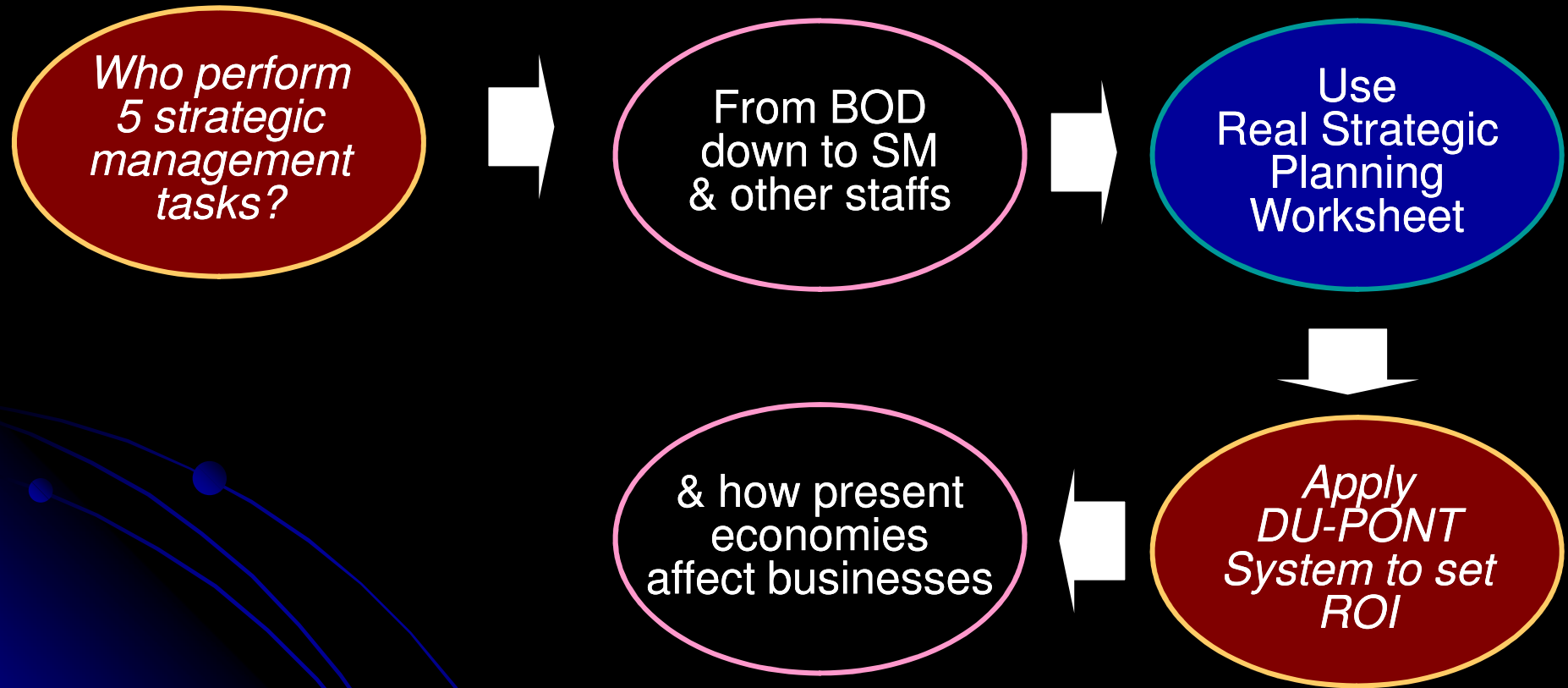
Source: Competitive Strategy by S Layton, A Hurd & W Lipsey

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Where are we?

Assess
Current Position
use a CASE
Study



Where to
find info?



Then,
apply SWOT
& PEST
Analysis



Use
Intelligence
Gathering
Planning
Worksheet



Use
Analysis
Worksheet

Competitive Strategy Development Process

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- | | |
|--|--|
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SPECIFIC QUESTIONS THAT HELP FORM STRATEGIC VISIONS

WHY A SHARED VISION MATTERS

Show how to write a VISION & MISSION

Study Vision & Mission of other corporations

WHAT DOES A FIRM'S STRATEGY CONSIST OF?

Specifically, show you how apply to a PLC

by studying a Competitive Strategy Plan

Critical Success Factor

Continuous successful new product introduction

Key Result Areas & Measures

Product mix (what % of product line is less than 2 years old? What is profit contribution of new products?)

Strategy

Increase number of successful new products in product mix by learning to understand what markets wants and needs

Tactics

Focus employees on new product identification and development
Listen actively to customers
Understand marketplace
Watch competitive product offering
Establish new product oversight committee

Action Plans

Set up profit sharing system
Refine development process in R&D
Establish screening committee
Train product managers in development and introduction of new products
Set up routine competitive data gathering process
Establish intelligence recording system
Establish score-keeping system
Set up focus groups

COMPETITIVE STRATEGY PLAN

Critical Success Factor generates a single strategic KRA which, in turn, leads to a single Strategy. Strategies tell what is to be done: Tactics say how Strategies are to be executed. Thus one Strategy can lead to several Tactics, and each Tactic can lead to many Action Plans.

We show a CASE STUDY from FABER Group

Use BUILDING THE PLAN: A PREPARATION WORKSHEET

Show you how to apply on a DEPT of a BANK

that apply above principles

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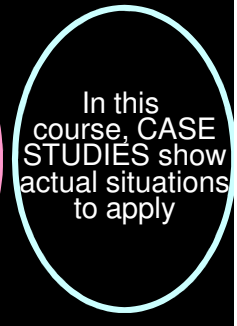
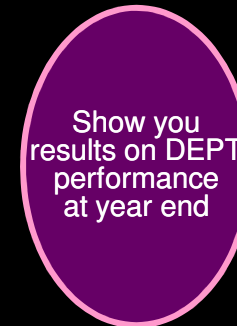
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Reasons for Sharing

- aGEE Lee, a graduate from UNIVERSITI MALAYA, major in Business Administration, did a Project Paper on Organization Chart Planning of Taiping Advertising Matches Sdn Bhd, a manufacturing unit
- With such experiences, guided by a lecturer, aGEE Lee was able to use them when he, as an Assistant Branch Manager of a bank, was asked to organize the local branch in Kepong
- With much confidence, he continuously use them when he was appointed as Branch Managers for two bigger branches, and again promoted to Heads of Sections, and later Head of Department of two banks, he realized the importance of organizing and developing leaders and staffs in a bank
- Without failure, he found that, when he was in non-banking companies, most owners and managers are utterly useless in setting its own strategic business plans and its 3-year plan too
- Thus, he further develops three other programs basing on his personal experiences on how he overcomes these problems.

THANK YOU

AGEE LEE

