

Strategic Planning

Programme

1. Current Profile

- Analysis of Competitive Variables
- Analysis of Internal Variables
- Creating a Strategy Canvas

2. External Variables

- Analysis of External variables (Opportunities & Threats)

3. Future Profile

- Creating a Vision
- The Four Action Framework (ERII)
- Creating a new differentiated Value Curve

4. Future Scope

- Appraising existing market segments
- Accessing new markets

Day 2

7. Strategic Planning (Objectives)

6. Overall Strategies

5. Critical Success Factors

Day 1

