



Customer Reference Story

→ Situation

Executive Management Team, Multinational.

→ Critical Issue

A Quick, Robust and Innovative - Fully Integrated approach to Strategy & Planning, which highlighted the major options.

→ Reason

Several opportunities for New Business have been identified and commercialisation commenced, however a robust strategy and plans, were not in place, and there were insufficient experienced resources within the local company to complete this project in reasonable time.

→ Capability

He said he needed assistance with producing a Quick, Robust, and Innovative - Fully Integrated Strategy & Plans, which highlighted the major options available. Specifically they required;

1. Vision – for the New Business
2. Strategy
3. Objectives - Scenario's
4. Potential Competitor Responses – Impact Analysis
5. Personnel Plan & Budget
6. Sales Plan & Budget
7. Logistics Plan & Budget
8. Product Plan & Budget
9. Promotional Plan & Budget
10. Accounts - Back Office Plan & Budget
11. Information Technology Plan & Budget
12. Capital Investment Plan & Budget
13. Cash Flow and Investment Returns for the various options available
14. Implementation Plan

→ **We Provided**

Our Concept New Business – Strategy & Plans offer / capability,

This is a service we only supply in special cases and is not part of our main offerings.

→ **Result**

A Quick, Robust and Innovative - Fully Integrated approach to Strategy & Planning, which highlighted his four (4) major options, was delivered in six (6) months from commissioning.

This project enabled the executive team to make the choices which best suited their businesses requirements, and to clearly identify the various risks and metrics to manage them, whilst providing them with and ability to quickly 'go to market' with confidence.