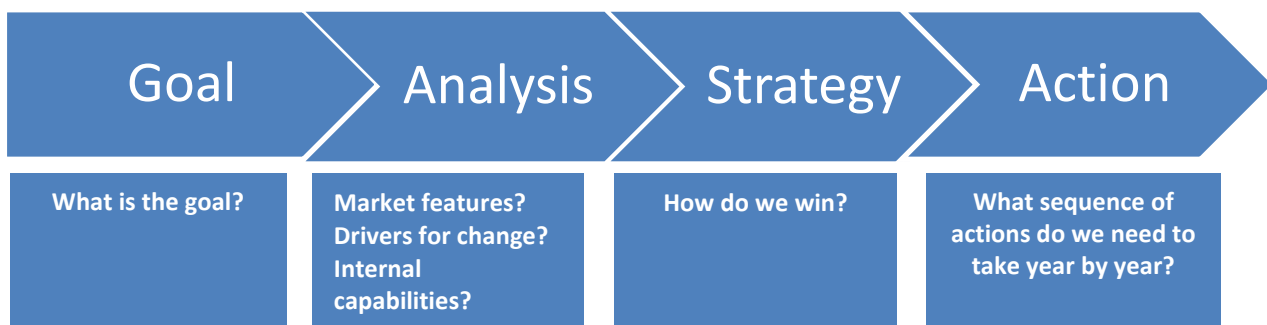


## STRATEGY DEVELOPMENT

The purpose of strategy is to deliver value to your customers in a way that makes your business more profitable, and is sustainable. Consequently being successful means you really need to understand your customers, your market and your own business capabilities.

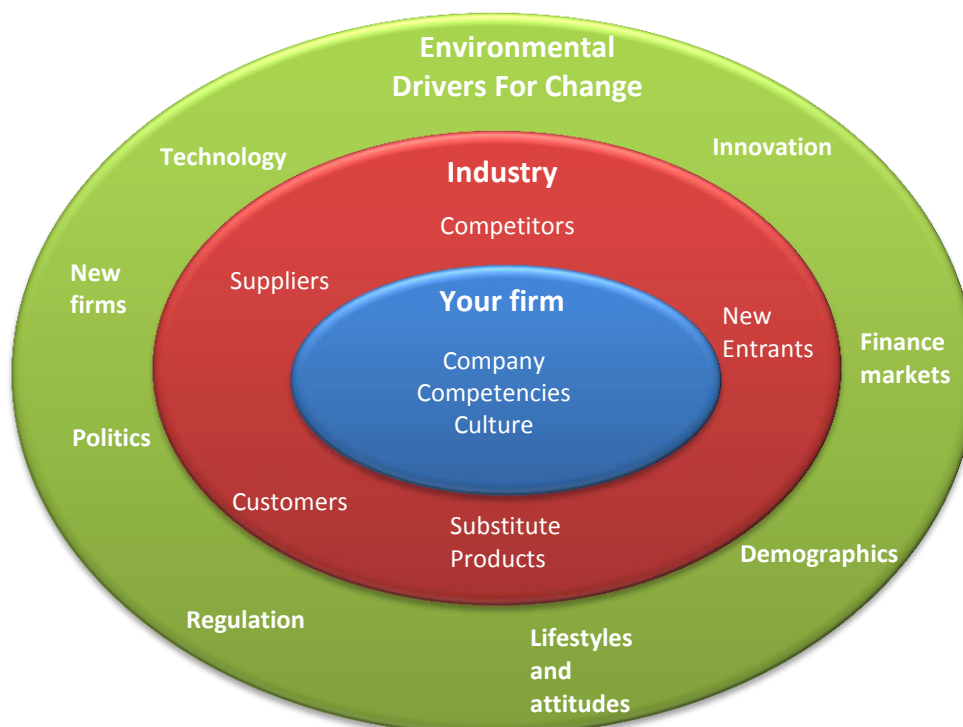
Developing a strategy is a process. It starts by understanding the goal or vision of the business, then forming a plan or 'strategy' to get there. By far the most important element of strategy is to understand how you will win; and this generally means being different to your competitors.

Prospekt Consulting can help you develop a strategy that identifies how you can reach your business goals in a way that is customer centric, manageable and differentiates your from your competitors.



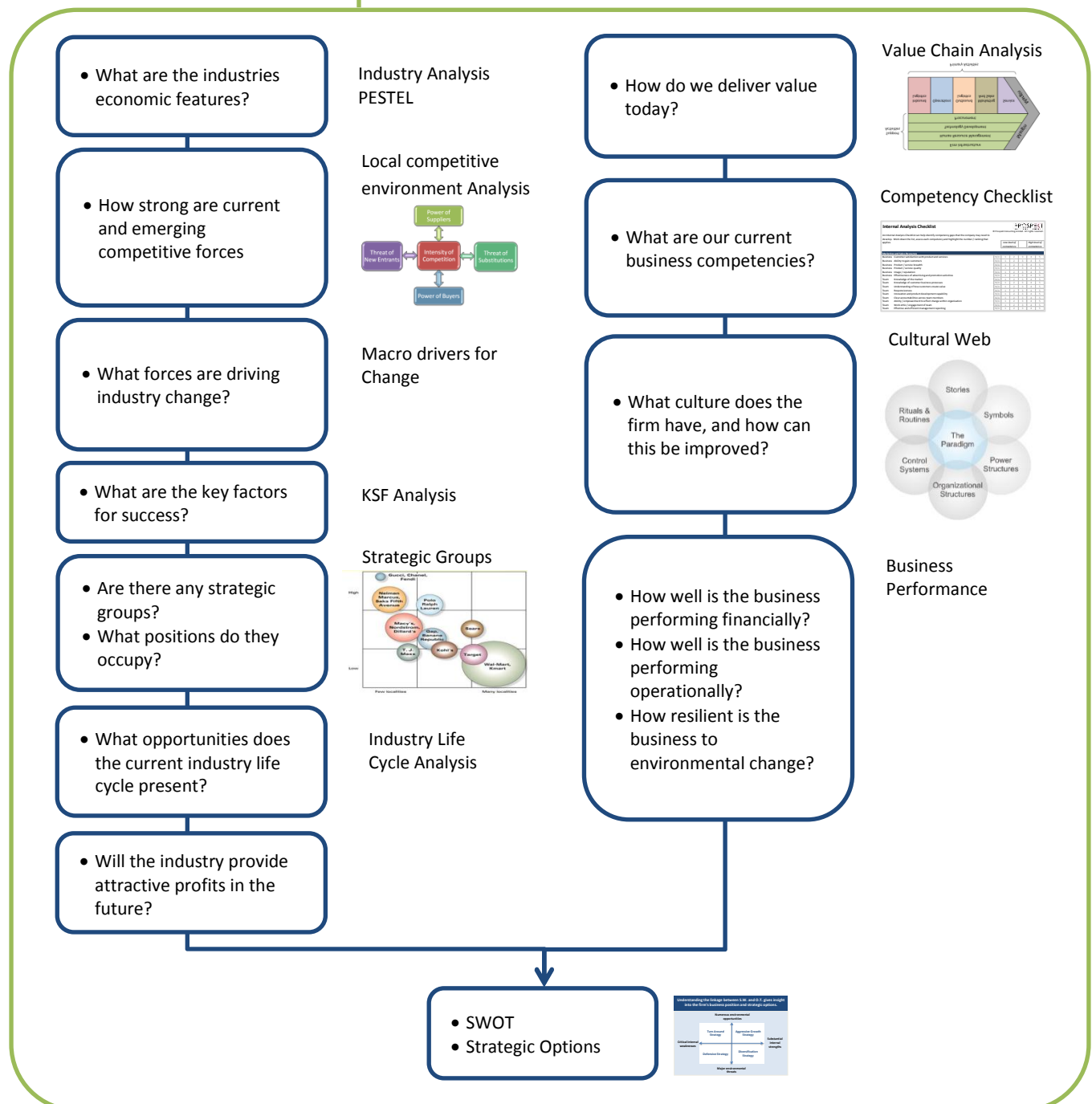
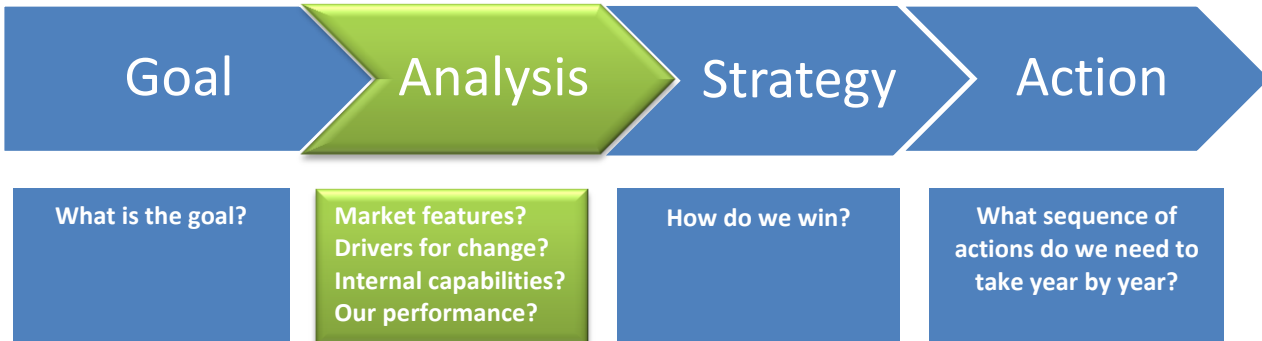
### How well do you know your business?

Business constantly changes, and there may be a number of factors driving change at any one time. Developing a strategy is a discipline that helps examine your firm, your industry and the external environment. Amongst this landscape the process will help identify new opportunities as well emerging threats. It will also help clarify where your business strengths and weaknesses lie, and what you need to do to fill those gaps and reach your business goals.



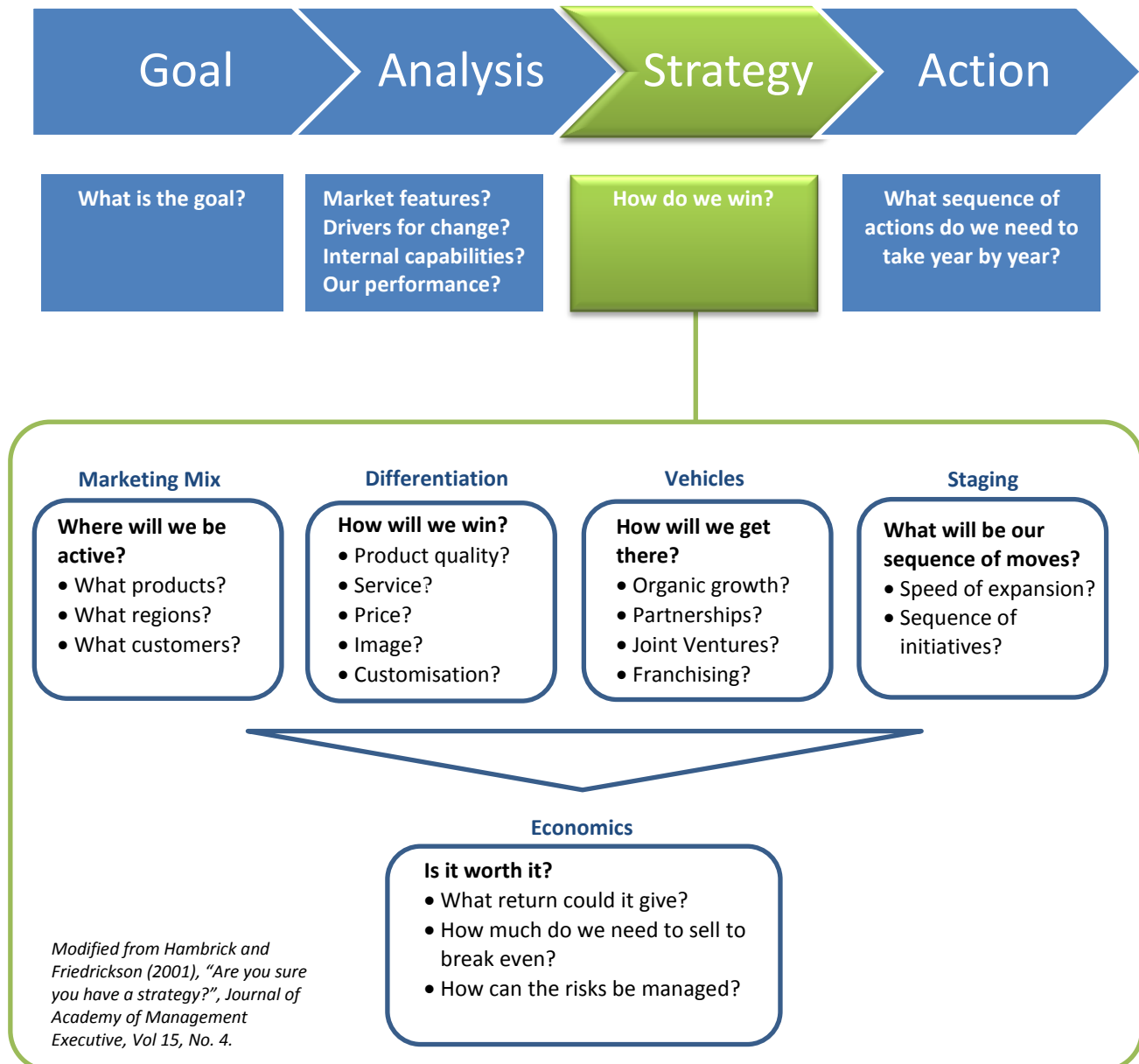
## The Analysis Stage

With a clear business goal in mind, an Internal and External analysis is conducted to understand the current business situation. This is summarised as a concise Strengths, Weaknesses, Opportunities and Threats analysis.



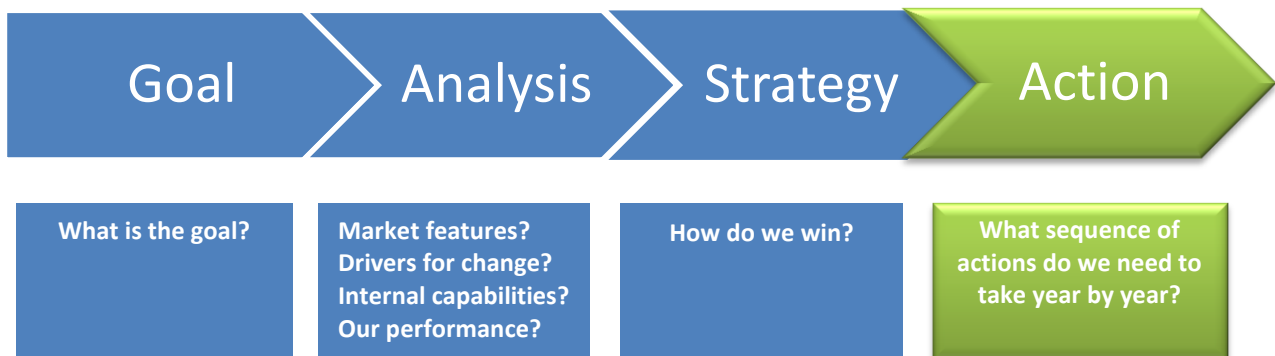
## Developing a Winning Strategy

With a firm grasp of the business challenges and opportunities, important decisions can be made to determine what opportunities to pursue, how they will be pursued, and what capabilities will be put in place or strengthened to support that growth.



## Putting it into Action – The Business Plan

A Business Plan pulls it all together. It describes the business context that the firm is working within, and outlines the actions the firm will take in the 1-5 year planning period to realise the vision or goal. The business plan also outlines the expected activities that will be required, as well as any capital investment. In this way the business plan becomes an important working document, outlining key deliverables and expected financial performance.



**BUSINESS PLAN 2015**

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