

**BUSINESS STRATEGY is**



**Enduring competitive advantage that provides above average returns**

## **KNOWING WHERE YOU STAND**

Evaluate the constraints and opportunities in the business environment:

- Macro-Environment
- Characteristics of the Industry or Segment
- Competitor Profiles
- Customer Profiles
- Business Strengths and Weaknesses
- Options based on Assessment and Evaluation

**STRATEGIC SITUATION**

## **DETERMINING WHERE YOU ARE GOING**

Prepare a clear guide for those choices that establish the nature and direction of the business:

- Vision
- Values & Mission
- Service/Market Scope
- Growth & Financial Guidelines
- Key Capabilities

**STRATEGIC DIRECTION**

## **GETTING THERE**

Establish the ways and means to co-ordinate and integrate the actions of business management:

- Implications for:
- Organisational Structure and Responsibilities
  - Planning and Control Systems
  - Resource Allocation
  - Acquisition & Divestments
- Responsibility for:
- Strategic Action

**STRATEGIC OPERATION**