

Strategic planning

For the provided case study information, following on from your analysis of the organisation, and competitors and allies, you need to:

1. Write down all the four strategic objectives for the organisation (based on the Board minutes)-
2. For each objective, develop and describe strategies that you think could be used to meet the objective in the future.
- 3.

Strategy	Priority	KPI	Time frame	Responsible party/ Department	Risk Management
Example: Establishing Agent's Networks	1	To Install 200 machines	By July 2012	Sales deptt.	Alliance managed by the Chair of the Board

4. Minutes of Meeting to be recorded for the meeting conducted with CEO.
5. Recommendations from meeting with CEO: Discuss all decided strategies and KPI's in the form of a report
6. After you have received the endorsed plan from the Board, you need to:
Develop a cover statement/letter to be sent out with the strategic plan that includes:
 - a. a brief overview of key objectives
 - b. a description of the research and process used to develop the plan.