

Making Your Long Term Plan

So you have an idea,
How far can you take it?



Taks for this morning

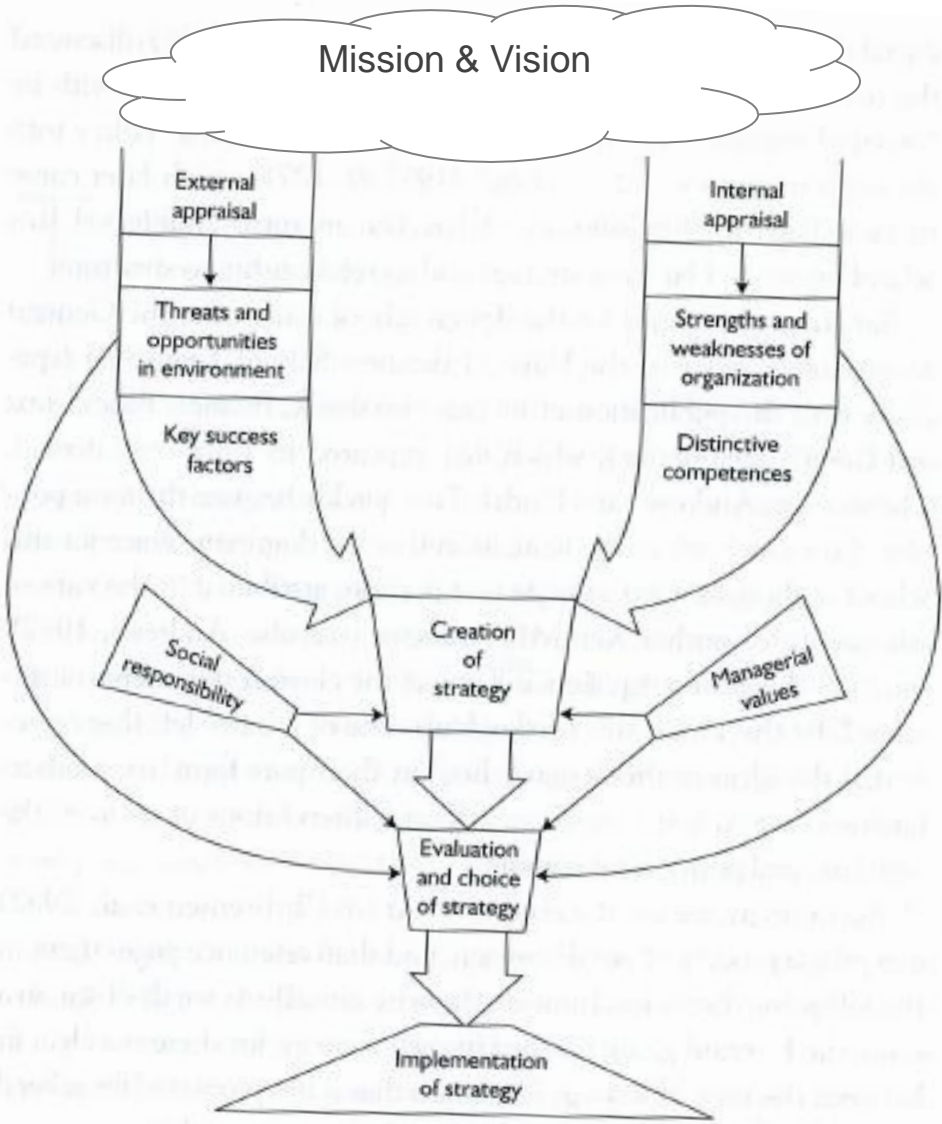
1. In order to increase your business
 - 5 potential (relevant and interesting) new customer groups or international markets (post-its)
 - 5 product ideas to increase your business (post-its)
2. Evaluate and place these in matrix on flap / A3 (10-15 min)
 - Your strength in area
 - Competence, profitability, brand, access to customers & distribution channels, market share
 - Attractiveness of business
 - Market growth, market size, intensity of competition, variability in demand, macroeconomic factors (PEST)
3. Choose most attractive for long term road-map
4. Make financial plan to reflect these
5. Present at 12 (ppt:s)

Documentation today

- Business Update – Long term
 - Long term, growth oriented road-map
- Financial Plan xls for long term vision
 - Best case, realistic, worst case
- Feedback from users / customers

Nothing will ever be attempted, if all possible objections must be overcome first

Designing a Strategy

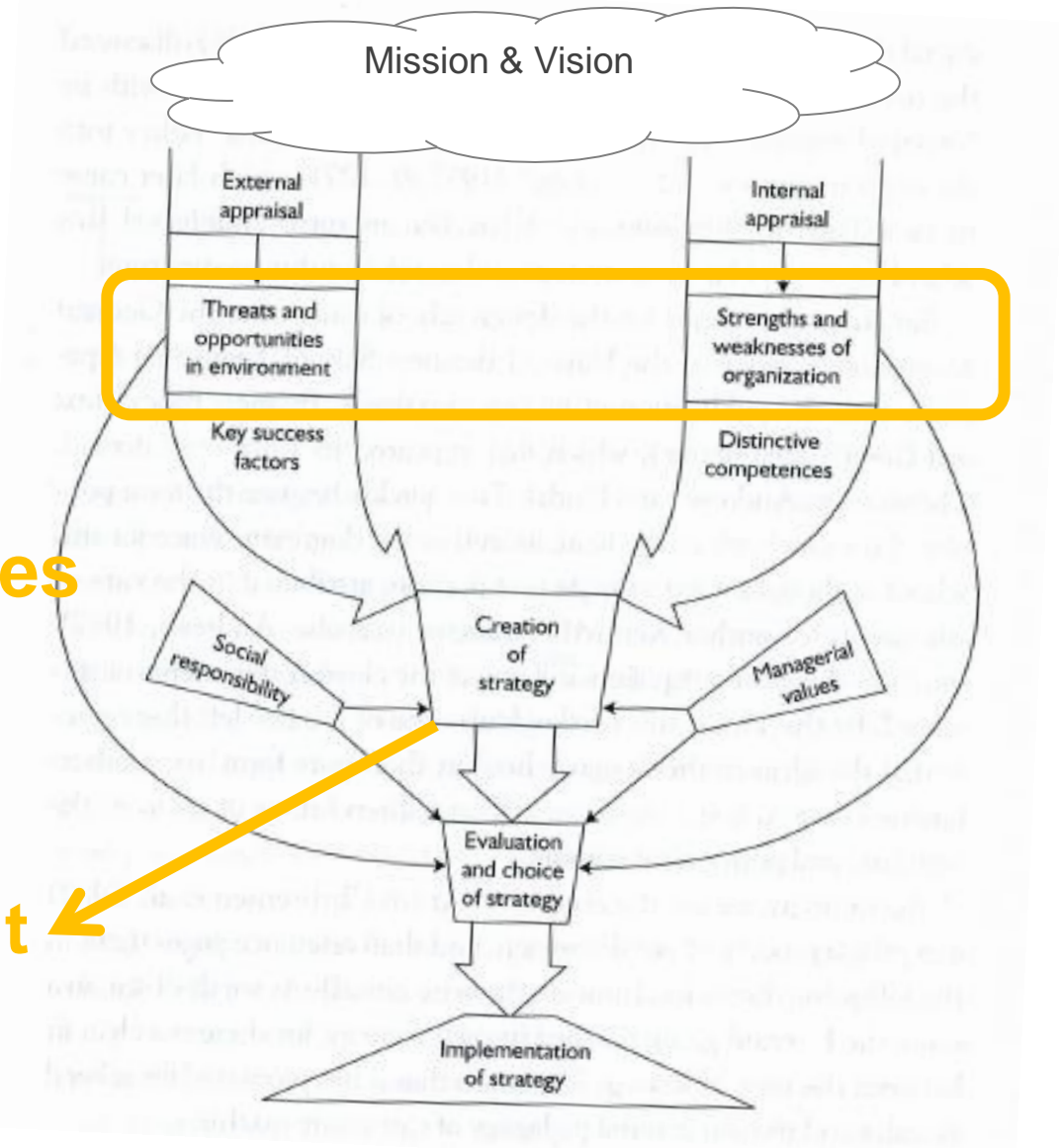


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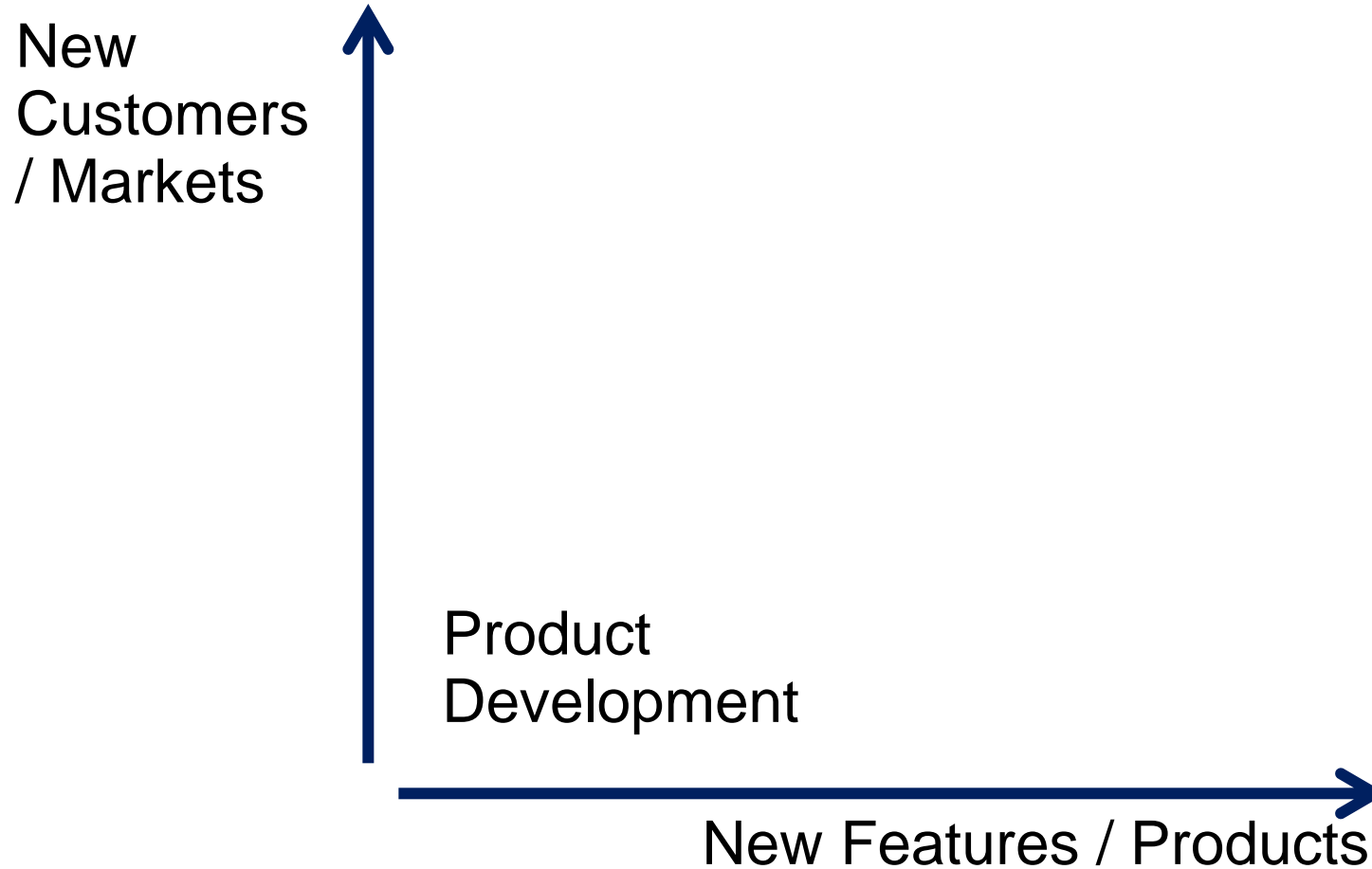
SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats

SW – OT Fit

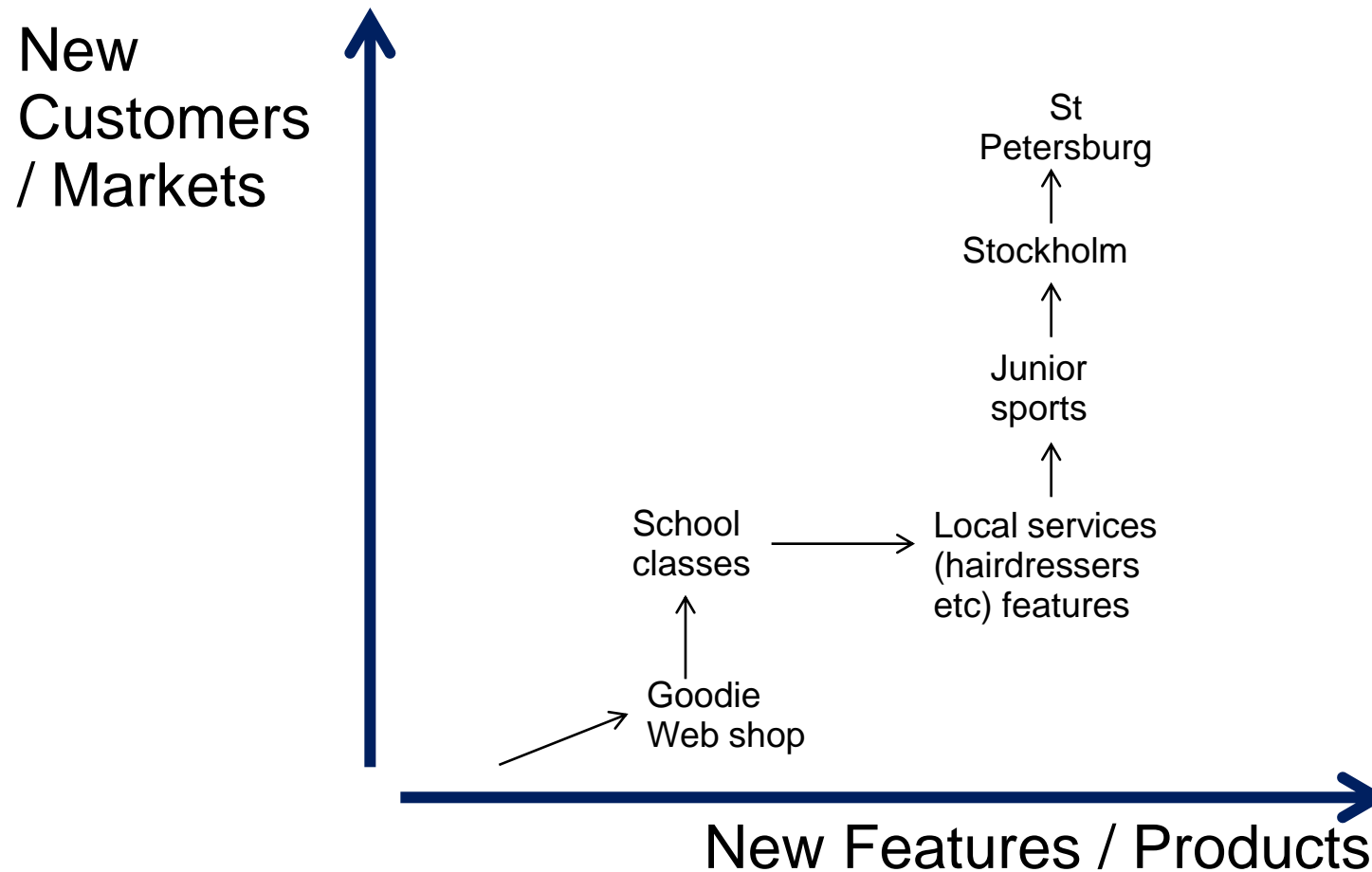


Growing the Business



Long term road map

Example sponsoring app



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Evaluation of ideas

	Strength High	Strength Medium	Strength Low
Attrativeness High			
Attrativeness Medium			
Attrativeness Low			

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Strategy

- Strategy is like chess,
the rules are easy to describe
but becoming excellent is really difficult
- You just have to make the right descisions and execute them well...