Linkage analysis planning is a group of exercise that consist brainstorming to contribute techniques to conduct successful decision for making strategic vision. It is important because the company needs to study the feedback of customer. Also it needs premises that builds customer’s needs.]

Scenario planning - is making a scenario to think the future of a specific business or “advance mag isip” it is really needs for a company to survive or to compete the other company, it is called the structure way of a company to think about the future. Stories that can help us recognize and adapt to changing aspects of our present environment. They form a method for articulating the different pathways that might exist for you tomorrow, and finding your appropriate movements down each of those possible paths.