

Situational Audit Evaluation

Financial:		Ranking
	Return on Equity	1 2 3 (4) 5
	Economic value added	1 2 (3) 4 5
	Sales per employee	1 2 3 4 (5)
	Operating cash flow	1 2 3 (4) 5
Production:		Ranking
	Capacity used	1 2 3 (4) 5
	Labor used) 0 1 2 3 4 (
	Material used) 0 1 2 3 4 (
	Quality control rate) 0 1 2 3 4 (
Organization:		Ranking
	Staff to manager Ratio	1 2 3 (4) 5
	Turnover rate	1 2 3 (4) 5
	Productivity index) 0 1 2 3 4 (
	Development per employee) 0 1 2 3 4 (
Marketing:		Ranking
	Market share	1 2 3 4
	Advertising) 0 (
Customer retention rate		1 2 3 (4) 5
) 0 (1 2 3 4
Technology:		Ranking
	Current capabilities	1 2 3 (4) 5
	Time to respond	1 2 (3) 4 5
Ability to meet implementation targets	rates	1 2 3 (4) 5
Competition:		Ranking
	Cost comparisons	1 2 3 (4) 5
	Quality comparisons	1 2 3 4 (5)
	Market comparisons	1 2 3 4
) 0 (

Strategic objective:

Our goal is to make investors get efficient service and good investment. We are also developing our Shop in the next five years.

Goal Approach:

The shop determines what works and what does not work, and through our study of the content within the shop, we made sure that they are all working well, which makes investors confident in the future of their money, as well as by improving the reputation of the company, as well as the company sets strategic goals that improve investment and raise it significantly

Mission:

Establishing an institution for internal and external investment, as well as adding additional operations such as marketing and others.

Objectives:

Providing all security measures to protect customers, inventory, and marketing, as well as advertising operations

The current situation :

Delay of some licenses. •

He stopped some statements. •

Executive Summary:

Investment depends on a set of its own tools, which constitute financial or real assets belonging to investors. These instruments are investment media that are classified into two parts: [5] physical investment tools, and include the following: Economic projects: They are one of the most common types of physical investment tools. It witnesses a diversification in its commercial, service, agricultural and industrial activities, and it seeks to produce services and goods that constitute the needs of individuals. Real estate: they are investments that depend on two methods: Direct

investment: is the investor's purchase of real property, such as land and buildings. Indirect investment: is the investor's purchase of a real estate bond. Through participation in one of the investment portfolios or real estate banks. Commodities: These are products that have investment characteristics and have their own markets that are similar to the stock markets. Examples of these commodities are gold and coffee. Financial investment tools, including the following: Shares: are the financial documents that are delivered to individuals who own shares of the capital of a particular company, and these shares are divided into two types: Ordinary shares: They are property documents that have market, book and nominal values. The nominal value is the value written on the stock bond, and the book value is the value of the share's equity and does not include the preferred shares, but rather the profits and reserves, as for the market value, it is the selling price of the share

Principles:

The company is interested in the necessity of investment and external and internal marketing operations. The company is also keen on the need to build a secondary basis for good investment

History :

The organization began preparing for it on the first of April of this year, and it was scheduled to end on the twenty-ninth of June, but due to some permits and licenses, it was delayed until the first of July.

Profile:

The company deals with international markets in order to obtain the cleanest quality in everything related to the company, as well as the kitchen inside the company that makes food from fresh ingredients and also the size of the organization is large in

order to be able to accommodate a large amount of activities.

Developing the strategic plan :

- We have some weaknesses facing our company, which is that some teams do not have previous experience, so we must have a good qualified work team.
- Another thing is that you have to deal with a good company to help us provide service to investors.

Our problem should be developed on the basis of best use of requirements.

Our company must be of high efficiency and our company must also be better than any other company.

- We must bear in mind the specific budget that we must not exceed in order to avoid failure of the project and the plan.

Implementing the strategic plan:

Med Lab needs a new strategic plan for the next five years. We will implement strategic planning to help reach its goals as well as to develop its overall profitability.

As it enters the strategic planning stages, business owners and stakeholders decide that a new plan should be implemented rather than updating the existing one. Sugar strategic plan should fully reflect the ever-changing market breakdown. The new plan will include the objectives and action steps needed to achieve those goals.

Mission or objective statement and business goal:

The company will assess the current economic climate and how it affects the business to apply strategies to improve the bottom line. By using past and current data from analyzing competitors and suppliers and creating new opportunities for its business, our company will increase its total income.

Implementing SWOT analysis:

The company will use the disclosed data in an overview of the company's internal and external environment and use this data to complete a SWOT analysis. Based on this analysis, the nursery may set some strategic goals, such as increasing revenue,

Analyzing the market:

Med Lab's competitions include the role of other companies interested in investment.

Med Lab will start a new development plan to include this service in the existing product line in order to meet the requirements of customers in the market.

Identifying and Tracking KPIs:

Med Lab has discovered that it needs to diversify its services in order to keep pace with the ever-changing consumer demand. This company will track critical KPIs such as its total online sales as indicated by its social media campaigns and the sales and marketing funnels used to direct customers to our corporate website and e-committees.

Evaluation and Control

- How much progress has been made in completing the task?

We found the right place to establish the company, all designs for it were prepared and the place was equipped with the latest capabilities to receive clients. A huge marketing plan has been prepared to announce, invest, and attract clients to the company and is now under implementation.

What is stopping us from moving forward?

The advertising campaign takes time to reap the rewards.

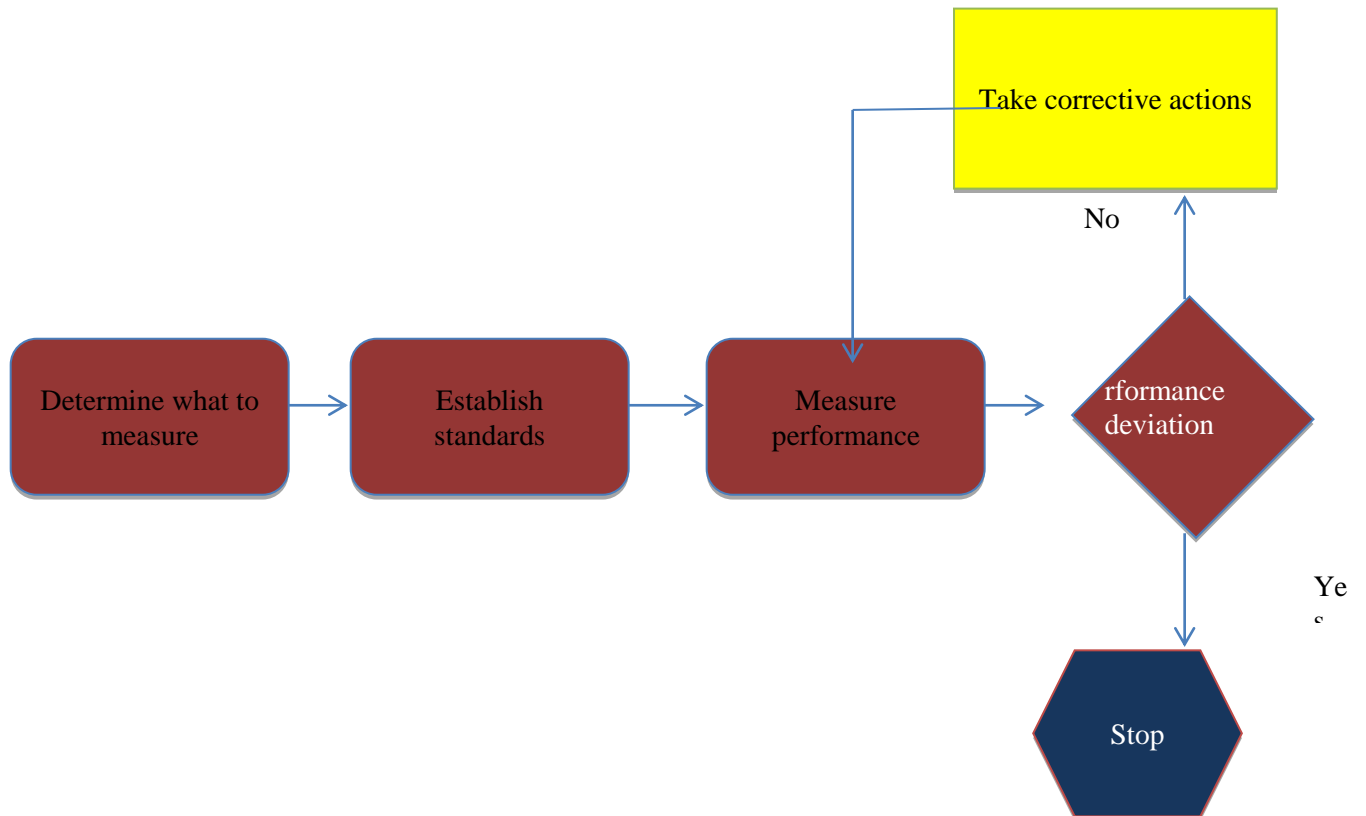
Is there a need to go back and review the strategic objectives?

There is no need to review it, as the strategic objectives were clear from the start

What are the adjustments to be made to the operating plan?

We must add some features and details to the operating plan to keep up with the competition in the market, and even to outperform the rest and to be the best

Evaluation and Control corrective actions



contingency plan

Risk	preparations	Response
Disaster or severe weather event	Cancellation of the study day	Communicate with students to inform them of the cancellation of the school day
The absence of a large number of employees	develop a call tree for asking workers to come in for an unscheduled shift	Immediately call the employees to request they come in for an unscheduled shift

Power outage	Emergency backup power to prevent safety risks	Escalate to power company
System or network outage	All Systems or networks to be designed with hot backup	Switch to backup and escalate to IT

updating the strategic

We always strive to develop our company, so we are trying in the past period to increase the number of investors in the company, to increase the investment ratio. We also add many activities to the company, such as increasing the diversity of investment activities as well as marketing. We strive to facilitate communication between customers and the management of the company in order to achieve good investment

The strategic plan definition:

Our project is ready to develop its strategic plan after a year or two from now? First, we want to put a good vision for the shop and prepare from now to have a branch exhibitor and have a good reputation in the Egyptian market, and after every year we expect to increase customers and spread branches of the shop

Outlining the process:

why do we exist?

Our goal is to achieve many sales and spread branches of the company throughout

what are the major goals of the nursery?

Building a customer tracking system.

Educating people for investment.

Increase the advertising and marketing process.

what resources do we need for successful future?

Marketing plan for the company.

The opening ceremony was held.

Shop system development.

who will be our customers?

Clients from all sides

Organizing the process checklist

- Based on the concerns of key managers and the possible benefits of strategic planning, we should:

-Proceed to develop a strategic plan

- A strategic plan should be developed for:

-Entire Organization

- The planning period will cover:

-Other

- The planning process will be directed by:

-Planning Committee

- The strategic plan will be developed with participation by:

-Board of Directors

-Executive Management

- Key Stakeholders Group

- The strategic plan is expected to be submitted for approval by:

Answer) Managers - Stakeholders

RISKS

Significance

Probability of occurrence

		High	Medium	Low
High		The clothes is not suitable for all customers.		
Medium		High price.	Shortage of workers.	
Low			licences.	

Evaluation of the strategic planning

- Do you believe the strategic planning process was useful?

YES

- Did the Strategic Plan produce the right results in regards to: Mission, Strengths, Weaknesses, Opportunities, Threats, Critical Issues, identification of Competition, and Goals? **YES**

- Do you believe strategic planning improves the management of the organization? **YES**

- Does strategic planning fit within the organization?

YES

- Do you believe strategic planning improved how assets are deployed? **YES**

- Do you believe that key groups affected by the Plan had sufficient opportunities for input into the Plan? **YES**

- Do you believe the time spent on strategic planning was appropriate? **YES**

- Did strategic planning follow a set of efficient steps?

YES

- Did strategic planning facilitate new ideas? **YES**