

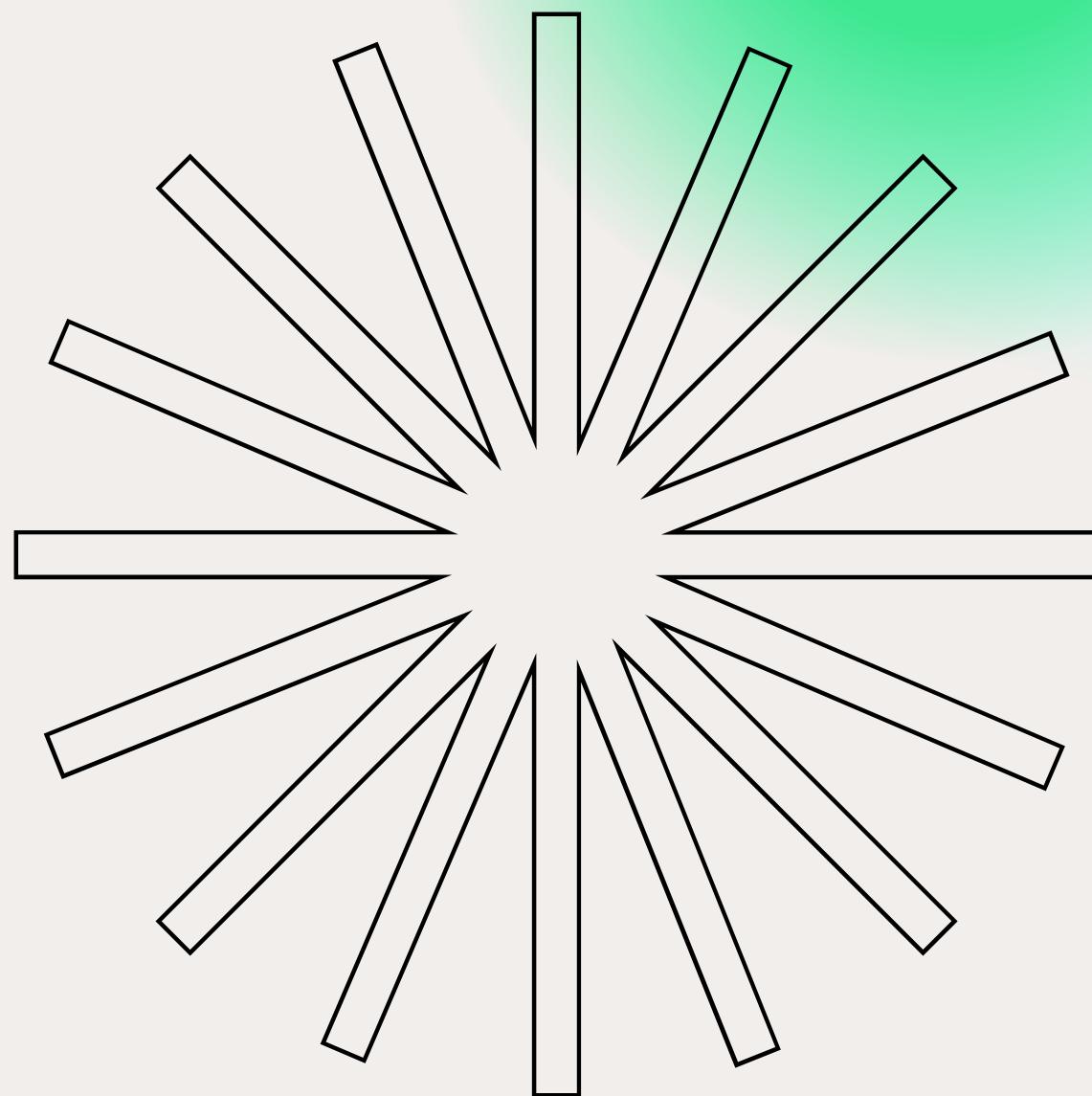
# **Business strategy**

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## CONTENT

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- Introduction to business strategy



I.

**The business strategy** is a general plan for the long-term development of the enterprise, based on the mission of the company

II.

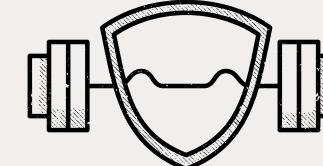
A business strategy is a list of actions that a company plans to take to achieve its goals. The presence of a business strategy helps specialists from different departments to work more smoothly, because each of them in this case better understands the general vector of the company's development and contributes to its development

# **Why is business strategy important?**

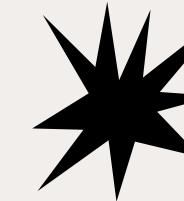
Planning



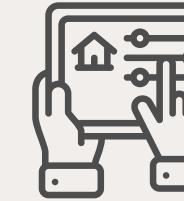
Understanding strengths and weaknesses



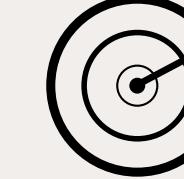
Effectiveness



Control



Competitive advantage



# **Factors that influence the formation of the strategy**

- examples of well-known companies that have been successful
- a growing number of companies presenting their strategies through which they form their image
- the search for opportunities to improve the efficiency of the company
- growing competition in the market
- the requirements of stakeholders

# **Advantages of the strategy**

- conscious compliance of the company with changing market conditions
- a clear direction of work, providing transparent internal and external communication
- monitoring the implementation of the company's goals
- continuous development of the organization and search for solutions

# Implementation levels

**Corporate:** suitable for companies operating in several fields. At this level, decisions are made on the reduction or expansion of directions

**Branches of business:** the strategy in each industry is determined based on the tasks set above

**Functional:** every department is already working here: marketing, personnel, production, etc., also with an eye on the decisions made at the top

**Linear:** this is the level of heads of functional areas, remote branches and divisions



## I.

A **strategy framework** refers to a structured approach employed by businesses to establish a roadmap for attaining their future objectives. Its purpose is to outline how a company or department intends to utilize projects and initiatives to uphold the overarching vision of stakeholders

## II.

Strategic frameworks can be employed for various types of initiatives and business goals:

1. Enhancing brand awareness
2. Expanding into new markets or niche areas
3. Integrating sustainable practices into business operations
4. Cultivating a robust customer base
5. Minimizing long-term debts or achieving their complete elimination within a five-year timeframe

# Strategic framework

A strategic framework holds significant importance in business operations. It provides numerous benefits that contribute to the success of an organization. Here are several examples of why a strategic framework is crucial:

1. Alignment of team goals
2. Influence on stakeholder involvement
3. Efficient resource allocation
4. Motivational tool for employees
5. Timely task completion



# **Tips for creating a strategic framework**

1. Interview stakeholders
2. Review the company business plan
3. Conduct market research
4. Evaluate current initiatives and programs
5. Focus on long-term objectives



# Basic elements of a business strategy

1. The company's mission
2. Company structure
3. Advantages of the company
4. Product or service
5. Sales markets
6. Company resources
7. Mergers and Acquisitions
8. Development tactics
9. Corporate culture



# **How to develop a business strategy**

- 1.Vision and business goals
- 2.Core values
- 3.SWOT analysis
- 4.Tactics
- 5.Resource allocation plan
- 6.Measurement
- 7.Adjustment



# **How to develop a business strategy**

## **1. Vision statement examples:**

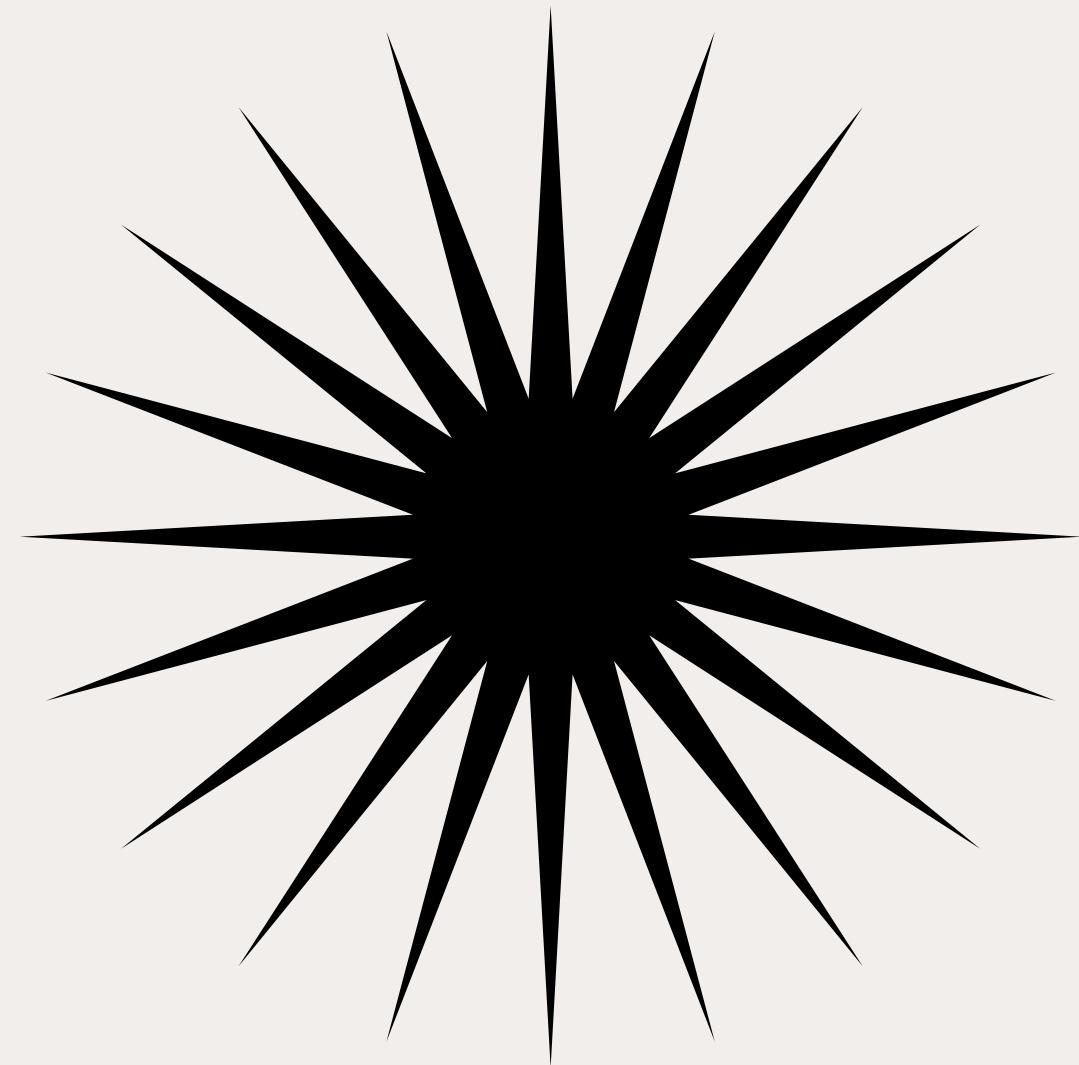
- Our vision is to become a global leader in providing comprehensive tax services and financial planning, assisting individuals and businesses worldwide in achieving their financial goals

## **2. Mission statement examples:**

- Our mission is to alleviate financial stress for our clients, empowering them to lead debt-free lifestyles and make informed investment decisions. We achieve this by offering a wide range of financial services, including investment assistance, personalized financial planning, debt and mortgage support, accounting solutions, and comprehensive tax services

## **3. Core value:**

- Trust between company and our clients



**Thank you for  
your attention!**