**ASSIGNMENT II (10 MARKS)**

**STRATEGIC PLAN OF NEW BUSINESS**

**New Business Idea:** Provider of consultation services**.**

**Vision:** To assist customers in achieving their business goals by delivering cutting-edge consulting, IT solutions, and services**.**

**Mission:** To disseminate the power of hope.

**Strategic Objectives for the business:**

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| **Domains** | **Achievement Strategies** | **Avoidance or reduction strategy for a disruptive event** |
| Relationship with the client and community | Recognize the needs of the consumer and what they desire from us. Take their fundamental information and apply it to our suggestions. Attempt to communicate with our consumers on a regular basis via WhatsApp, email, and other means so that they may easily reach us. | Create an appropriate route or medium (app, website, Facebook, Instagram, Twitter, etc.) for them to use to address their issue with us, and we will promptly respond to their questions or concerns. |
| Training of the employee | Provide training to our staff in accordance with our company strategy in order for them to grasp it. | Employees should be familiar with our company concept, goods, and have an appropriate understanding. |
| Employee productivity | Employees receive a free professional certification in their field of competence. Through our personnel, we will be able to increase production. | This type of certification will assist our company in achieving its objectives. |
| Values and Rewards | Give staff incentives and awards that will help them become more productive, and employees should be aware of our company's values and standards. | Reward, training, and seminar that aid our employees with the psychological aspect of sales growth. |
| Eco-friendly objectives | All of the job should be done without the use of paper. | Efficient work is preferable to effective work, and if an employee prefers to work from home, it is more efficient for the company. All costs will be reduced. |

**Action to Be Taken For the Business:**

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| **Year** | **Actions to be taken** |
| **2031** | Our business plan is to boost sales growth with the objective of reaching 10 to 20 million dollars in sales. |
| **2029** | We'll experiment with numerous business concepts in order to diversify our operations. Diversifying into new service lines can be a good way to achieve rapid development. |
| **2027** | We conduct business in a variety of nations. |
| **2025** | We are looking for additional markets in which to expand our business. |
| **2023** | With Promon's Application Shielding, you can create effective and secure apps.  Ready-to-use and easy-to-integrate multi-layered application shielding. |
| **2021** | Make a portfolio for our company and a suitable app and website. On the other side, we provide our staff with free training. Begin a campaign to promote our company through various electronic media. Provide a free workshop to raise awareness of our services. |