① Last Year Results   Stakeholders Requirements

② Performance Analysis

③ Strategy & Policies Analysis

④ Internal/External Factors Analysis

⑤ Factors Analysis Classification

⑥ Strategical Options

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⑦ Policies Definition

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1. Results and Requirements (Stakeholders/Top Management)
The Investors requirements and orientations are considered as other requirements from the remaining stakeholders.
All past year results are considered according with the defined targets for that same year and the followed metrics results.

2.Performance Analysis (Top Management)
Taking into account the defined targets and metrics from the previous outputs, it´s made a performance analysis to the company

3. Startegy & Policies Analysis (Top Management)
A detailed analysis from last year results is taking cared with focus on the efficiency and effectiveness from strategies and policies implemented.

4. Internal/External Factors Analysis (Top Management)

The internal and external competetive factors are analised with focus on the strenghts and weakness of the company (i.e. SWOT Matrix)

5. Factors Analysis Classification (Top Management)

The identified internal and external factors are classified according their importance and influence to strategy implementation.

6. Strategical Options (Top Management)

Strategical options are taken with focus on maximize the company strenghs , minimizing the weaknesses, give a chance to the opportunities and create defenses to threats. Allways in line with the stakeholders and shareholders orientations.

If the Strategical options are approve, it´s defined the implementation process.

If they are not approved, new strategical analysis must be performed.

7. Policies Definition (Top Management/IMS Responsible)

The policies will be a guideline to implement the defined strategical options into the various areas of operation of the company.