

# WE LIVE OR DIE BY THE STRATEGIES WE CHOOSE



# STRAP

**Strategic Planning Support**

**CHOOSE WISELY.**

***We live in an era of TOTAL COMPETITION, where the external environment is ruthlessly competitive, unstable and unpredictable.***

***Strategic planning is no longer an off-line paper chase.***

***Effective strategic planning must be flexible, apply a variety of approaches, and must be executed in shorter, more frequent planning cycles than ever before.***

- INTERNATIONAL TRADE IS GROWING FASTER THAN GDP. Foreign markets are opening up, with domestic markets open to multinational companies.
- TECHNOLOGY COSTS CONTINUE TO FALL allowing for radically new configurations of infrastructure and staff.
- ENTERPRISE-WIDE SOFTWARE IS ACCUMULATING VAST AMOUNTS OF DATA creates new opportunities to cut costs or cross-sell products to customers.
- CONTINUOUS INNOVATION IS CONSTANTLY SHRINKING PRODUCT LIFECYCLES. Companies must build R&D muscle or brand loyalty.
- MATURE PRODUCTS AND MARKETS ARE INCREASINGLY BEING DIFFERENTIATED BY CUSTOMER SERVICE LEVELS. Superior customer service demands a significantly different corporate culture than, for example, of being the low-cost provider.
- WEB-ENABLED SOLUTIONS ARE MOVING "GLOBALIZATION" AND "VIRTUAL CORPORATIONS" from rhetoric to reality.

**The Playing Field Has Shifted**



***SBR assists by providing:***

- **OBJECTIVE RESEARCH AND ANALYSIS** to identify and quantify current strengths and weaknesses, as well as anticipated opportunities and threats.
- **STRUCTURE AND TOOLS** to allow efficient and rapid planning.
- **FULL CYCLE SUPPORT AND FACILITATION** providing and serving both as a catalyst and provisioner of know-how.
- **IMPLEMENTATION PLANNING AND CONCRETE INITIATIVES** coordinated across separate divisions, functions, markets or products that ensure organizational realignment to newly set goals.

***SBR offers you cutting-edge, cost-effective assistance to manage and enhance your strategic planning requirement.***

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**SBR teams have executed over 250 strategic planning engagements over the past 10 years—directly impacting the lives of over 2 Million North American workers.**

**Representative Engagements have included—**


**Corporate Strategy**




**M&A Strategy**




**Business Unit Strategy**




**Marketing & Distribution Strategy**



**Functional Strategy**



**Organizational Strategy**



- Growth Strategy
- Turnaround Strategy
- Mission/Vision Development
- IT and Business System Design
- Portfolio Strategy and Rationalization
- Competitor Response
- Government and Legislative Scan
- Alliances
- Risk Assessment

- Screening and Targeting
- Evaluation Metrics and Shoplisting
- Privatization
- Globalization
- Logistics Strategy
- Due Diligence
- Asset Disposition and Rationalization

- Customer Strategy
- Competitive Strategy
- Growth Management
- Cost Management
- Facilities Management
- Competitor Intelligence
- Disaster Recovery Planning

- Product Introduction
- Pricing
- Branded Image
- Channel Strategy
- Market Segmentation and Analysis
- Continuous Relationship Marketing
- Data Mining

- Outsourcing Strategy
- Channel Strategy
- Value-Managed Relationships
- Integrated Supply Chain Management
- Logistics Strategy
- Systems Rationalization
- ITSP
- Negotiation Support
- Financial Strategy
- Tax Strategy

- Organizational Structure
- Change Management
- Re-engineering
- Restructuring
- Compensation
- Cross-functional Strategy
- Recruitment/Retention



***The only way to predict the future is to have power to shape the future.***

—Eric Hoffer, 1954

**The SBR Advantage**

- 20 years of strategic planning experience—representing over 30% of our past consulting engagements;
- Multi-disciplinary teams of professionals capable of working within a variety of toolkits and strategy systems;
- Low-cost, instantaneous, multi-disciplinary resourcing appropriate to any strategic planning cycle;
- Fast-paced, MBO driven delivery.

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