

Strategy implementation and control ip



**ASSIGN
BUSTER**

Running Head: STRATEGIC MANAGEMENT Strategic Management Mergers and Acquisitions Contents

Sl No

Description

Page No

1. 0

Introduction

3

2. 0

Outline: Business Plan

4

3. 0

Conclusion

9

4. 0

References

10

Section-1. 0

Introduction

Able Corporation (Able) is a successful US manufacturing company located in Tennessee that builds power tools, lawn mowers, lawn furniture, microwaves, and ranges. All products are manufactured locally and sold through large retailers like Sears, Best Buy, and Wal-Mart. Although it has a thriving business in the US and Canada, Able is trying to break into the global marketplace.

This report provides an outline of Able's Business Plan for the Strategic

<https://assignbuster.com/strategy-implementation-and-control-ip/>

Officers Steering Committee of Walden International (Able's parent company) before commencing work on the final Business Plan.

Section-2. 0

Outline: Business Plan

The proposed business plan shall be structured as below (Berry, 2008; Business Plan for Established Business, 2003).

1. 0Executive Summary

This section provides an overall summary of the new business venture. Support required from the holding company is identified in this section.

2. 0Company Summary

2. 1 Mission Statement

2. 2 Objective of the New Business

2. 3 Company Ownership

2. 4 Company History

2. 5 Company Locations and Facilities

2. 6 Strengths and Core Competencies

3. 0Products and Services

3. 1 Product and Service Description

3. 2 Competitive Comparison

3. 3 Sourcing

3. 4 Technology

3. 5 Future Products and Services

4. 0Marketing Plan

4. 1 Market Research

4. 1. 1Industry Facts

4. 1. 2Market Size and Growth

4. 1. 3Market Share (Current and Target)

4. 1. 4Market Trends

4. 1. 5Demand and Supply (History And Forecast)

4. 2 Industry Analysis

4. 2. 1Competitive Situation Analysis

Product Classification

Main Competitors

Competitive Environment (Porters 5-Forces)

4. 2. 2Pestle (Political, Economic, Social, Technological, Legal, and Environmental) Analysis

4. 2. 3Swot (Strength, Weakness, Opportunity, and Threat) Analysis

5. 0Marketing Strategy (Kotler & Armstrong, 1995)

5. 1 Positioning (Target Customers)

5. 2 Pricing Strategy

5. 3 Promotion Strategy (Advertising, Budget)

5. 4 Distribution Patterns (Location, Channels)

5. 5 Sales Forecast

5. 6 Strategic Alliances

5. 7 Milestones

6. 0Operational Plan

6. 1 Production

6. 1. 1Production Techniques And Equipment

6. 1. 2Production Costs

6. 1. 3Quality Control

6. 1. 4Customer Service

6. 1. 5Product Development

6. 2 Location

6. 2. 1Production Shop

6. 2. 2Warehouse

6. 2. 3Office Details

6. 2. 4Ownership

6. 2. 5Accessibility

6. 3 Legal

6. 3. 1Permitting and Licensing

6. 3. 2Health, Safety, and Environment

6. 3. 3Insurance

6. 3. 4Intellectual Property Rights, Patents, and Trademarks

6. 4 Personnel

6. 4. 1Organizational Structure

6. 4. 2Employees Details (Number, Types, Qualification, Experience)

6. 4. 3Operation/ Shift Timings

6. 4. 4Hiring Plan

6. 4. 5Pay Structure

6. 4. 6Training And Development

6. 4. 7Job Description

6. 4. 8Systems And Procedures

6. 4. 9Professional and Advisory Support.

6. 5 Inventory

6. 5. 1Types of Inventory (Raw Material, Finished Good, Work-In-Progress)

6. 5. 2Inventory Period, And Volumes

6. 5. 3Seasonal Buildups

6. 5. 4Re-Ordering Mechanism

6. 6 Suppliers

6. 6. 1Details of Major Suppliers

6. 6. 2Types of Suppliers

6. 6. 3History and Reliability

6. 6. 4Supplier Qualification.

6. 7 Credit Policies

6. 7. 1Credit Terms (Buyers and Suppliers)

6. 7. 2Industry Norms

6. 7. 3Monitoring Of Credit Ageing

6. 7. 4Discounts for Early Payments (Buyers and Suppliers)

6. 7. 5Creditworthiness Checks

6. 7. 6Working Capital and Costs

6. 7. 7Recovery Systems

8. 0Financial Plan

8. 1 Important Assumptions

8. 2 Capital Investment

8. 3 Break-Even Analysis

8. 4 Projected Profit And Loss

8. 5 Projected Cash Flow

8. 6 Projected Balance Sheet

8. 7 Business Ratios

8. 8 Long-Term Plan

8. 9 Funding Requirement

9. 0Appendix

9. 1 Product Drawings

9. 2 Product Brochures/ Catalogues

9. 3 Product Data Sheets

9. 3 Sales Literature

9. 4 Works Layout Plan

Section-3. 0

Conclusion

This report identifies the major parts of the business plan required for launching Able's proposed global business. The major sections of the report include Company Summary, Products and Services, Marketing Plan, Marketing Strategy, Operational Plan, and Financial Plan. An Executive Summary provides the overview of the business plan.

Section-4. 0

References

Berry, T., (2008). A Standard Business Plan Outline. Retrieved May 23, 2009, from <http://articles.bplans.com/writing-a-business-plan/A-Standard-Business-Plan-Outline>

Business Plan for Established Business. (2003). In SCORE: Counselors to America's Small Business. Retrieved May 23, 2009, from http://www.score.org/template_gallery.html?clid=CM3Ftam20JoCFZgtpAodjG213g

Kotler, P. & Armstrong, G., (1995). Principles of Marketing. 6th ed. NJ: Prentice-Hall International, Inc.