

Strategy in The Business World

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קרן דליה ואלי
הורביץ בע"מ

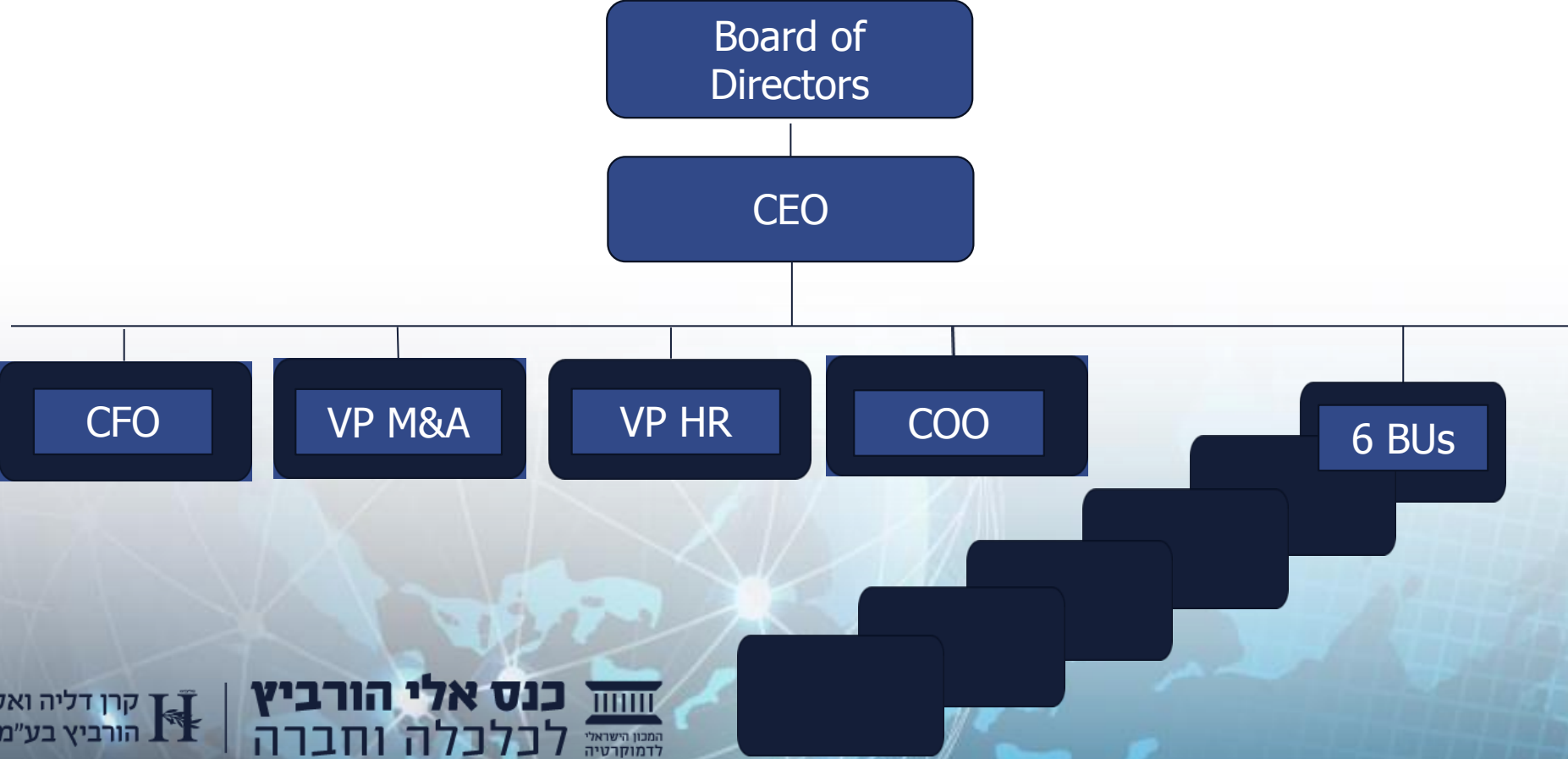


כנס אלי הורביץ
לכלכלה וחברה



המכון הישראלי
לדמוקרטיה

Multiple Players in the Strategy Process



Corporate Strategy & Execution



- Strategic Plan - SWOT Analysis
- 5Y Plan
- Competitive View of Corporate Portfolio
- New Sources of Growth
- Synergies Analysis
- Strategic Alternatives
- Implications of Strategy
- Management Recommendation
- Board Approval
- Communication to Stakeholders
- GEC Responsibility
- BOD Supervision
- Strategy Steering Committee

The Strategy-Process : Critical Factors

- Strong Analytical Basis, Scanning Mega-Trends and Competition.
- Optimal Integration Between Multiple, Internal Legitimate Interests.
- Creating and Maintaining a High Level of Trust and Confidence :
 - The Search is Only For the Company's Best Interest
 - Agreed Directions Will Indeed be the Guidelines Over The Long-Term
 - Also, Awareness to Sudden Changes Will Enable Flexibility.

Principles of Business Units Strategy Review - 8 Key Elements:

1. Market Evaluation (e.g. demand/supply)
2. Competition (including industry conduct)
3. Corporate Positioning including SWOT analysis
4. Innovation Plan (R&D)
5. Cost Positioning and Efficiency Opportunities
6. Growth Opportunities (Organic & M&A)
7. HR & SRI
8. Financial Plan

Thank You !

