

BUSINESS PLANNING

Customer Description

This work was carried out for a medium sized [approximately 80 staff] professional services organisation, which provides engineering and project management services for capital projects.

Symptoms

The company was concerned that its long-term survival could not be guaranteed and was seeking options, which would allow the major shareholders to realise their assets

Services Provided

Facilitated Self Assessment **SWOT** [Strengths, Weaknesses, Opportunities and Threats] analysis to aid competitive positioning decisions

Facilitated Self Assessment **STEEP** [Social, Technological, Environmental, Economic and Political] factor analysis to aid understanding of the commercial environment.

- Scenario Planning
- Option Generation
- Action Planning

Outcomes

- Developed options for redesigning the business for ongoing success.
- Business plan developed to give maximum chance of survival under unchanged structure and owner.
- Identified exit strategies for the major shareholders. For the acquisition option, the characteristics of the most appropriate type of buyer were defined and an outline business strategy developed to show how the company could prosper under new ownership.