Chapter 8

Strategic Planning

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Nature of Strategic Planning

- Relation to Strategy Formulation
- Evolution of Strategic Planning
- Benefits and Limitation of Strategic Planning
- Program Structure and Content
- Organizational Relationship
Analyzing Proposed New Programs

• Capital Investment Analysis
  – Rules
  – Avoiding Manipulation
  – Models

• Organization for Analysis
Analyzing Ongoing Programs

• Value Chain Analysis
  – Linkages with suppliers
  – Linkages with customers
  – Process linkages within the value chain of the firm

• ABC
The Strategic Planning Process

- Reviewing and updating the strategic plan
- Deciding on Assumptions and Guidelines
- First Iteration of the Strategic Plan
- Analysis
- Second Iteration of the Strategic Plan
- Final Review and Approval