



# ZERO BASE STRATEGY

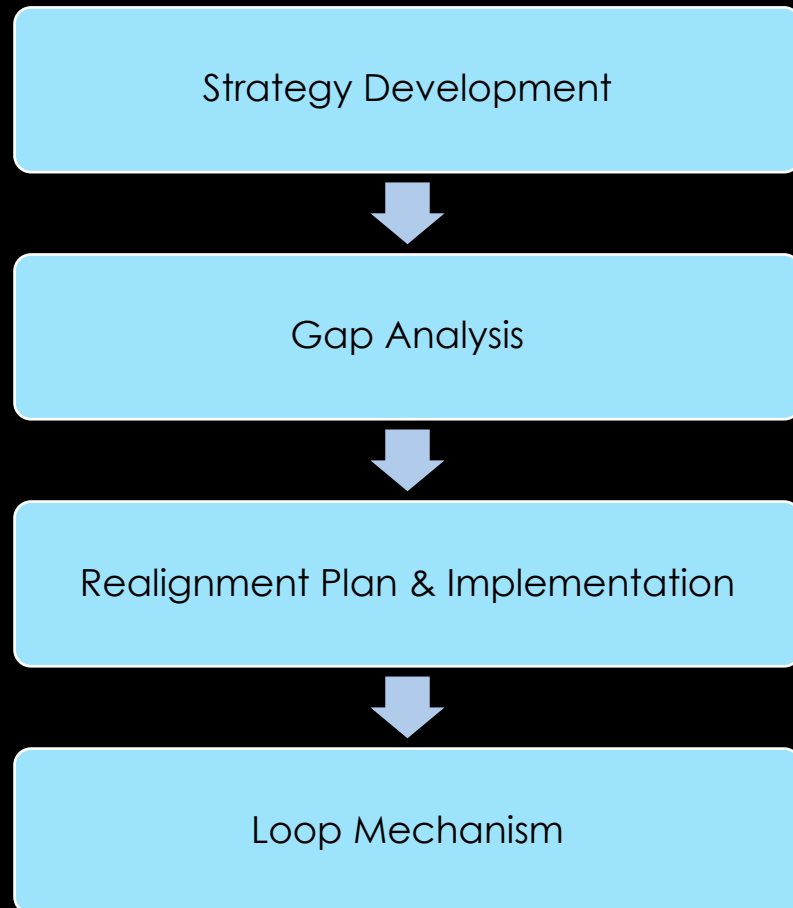
Leading Enterprises to Start-up Mode

ZERO BASE STRATEGY IS A STRATEGIC  
APPROACH WHICH IS DRIVEN BY CURRENT AND  
FUTURE ENVIRONMENT RATHER THAN HISTORICAL  
PERFORMANCE

# WHY ZERO BASE STRATEGY?

- Disruptions are hitting the markets everyday, which is resulting in dynamic business environment
- Managing disruptions successfully is critical to remain relevant
- Yesterday's successful strategies will no longer assure success
- Businesses need to revisit strategies regularly with completely fresh views in order to survive or remain ahead
- This can be done through Zero Base Strategy

# HOW IT IS DONE?



- Strategy is developed based on current and future requirements
- Problem Statement, Solution & Value Proposition are defined
- Corporate and functional level strategies are defined
- Gap analysis is done with existing strategies
- Realignment is planned and implemented
- Loop mechanism is developed for performance tracking, strategy evaluation and continuous adaptations to changes

# WHAT ARE THE BENEFITS?

- Reduces time and costs to adapt to structural changes in the industry
- Reduces rate of failures
- Make organization agile
- Continuous value creation across the value chain
- Sustainable growth for the organization
- Increased RoI

THANK YOU !!!



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