

Strategic Management, Planning and Business Development

Through strategic thinking methods, we help our clients to analyze their internal and external environments as well as determine the factors of competition; develop creative strategic settings, designs and policies; evaluate, plan and develop new businesses/projects; and learn the proper strategies, approaches, concepts and analysis techniques.

Our approach to strategic management and business development is independent and unbiased. We straightforwardly share our **methods** during our services. We can work with any level of your organization. We use various methods and techniques customized for each client's own situation. Our role is to help our clients build the best high performance strategic planning systems for their needs.

Additionally, for detailed analysis of subject areas that require special expertise, we have **a network of international experts** experienced in operational and technical matters, as well as research files consisting of **"best practices"**. Our relevant services include the following:

- **Strategic Entrepreneurship:** Looking from a strategic perspective and helping to take a first step towards entrepreneurship. Dealing with the decisions that are important for the entrepreneurs on orienting, starting and managing the growth and development of the venture.
- **Strategy Development:** Identifying the developments and trends in macroeconomic variables that affect the company/organization and its industry most; understanding the bargaining powers of the industry forces (new entrants, customers, suppliers, substitutes, competitors, government, financial institutions, etc.); estimating the opportunities/threats to be brought out by these forces; and supporting the identification of mission, objectives, strategies and policies after the identification of the weaknesses and strengths of the company/organization.
- **New Business / Project Development:** Finding/generating, examining and evaluating an idea; developing its strategy; creating its business and action plans; exploring its partnership and financial structure; forming its organization structure and take it into operation.
- **Development of Existing Business:** Researching and analyzing the existing situation; redeveloping the strategy; supporting the identification of financial objectives; creating the productivity and profitability factors; conducting preliminary feasibility studies; forming project teams; generating project action plans; establishing project tracking systems; project monitoring and impact control.
- **Investment Project/Business Development Preliminary Feasibility Studies:** Analysis to serve as a basis for taking an investment decision in certain or risky environment (industry analysis and economic studies, technical analysis, financial and risk analysis.)
- **Evaluation of Investment Projects:** Evaluating investment projects (profitability analysis, financial evaluation, risk analysis, evaluation under inflation, etc.)
- **Industry Analysis:** Identifying the developments and trends in macroeconomic variables that affect the company and its industry most; understanding the bargaining powers of industry forces (new entrants, customers, suppliers, substitutes, competitors, government, financial institutions, etc.); estimating the opportunities/threats to be brought out by these forces; and supporting the formulation of necessary strategies and policies.
- **Business Plan Preparation:** Helping in the preparation of information and content of the business plan required for the establishment of business (marketing, operational, financial plans, etc.).
- **Project Management:** Helping your company achieve the predefined goals at the most appropriate time and in the most economical way, by the techniques that focus the entire attention, effort and resources of your organization on the realization of the project.
- **Software Functional Specifications:** Definition of system function and data requirements to support performance measurement and reporting. Preparation of written specifications, transaction definitions, and feature-function checklists to guide packaged software selection or custom development work.
- **Training:** See in-house training for Strategic Management, Entrepreneurship and Business Development.



If necessary, Strategic Management, Entrepreneurship and Business Development can be offered together with **our other services**.