

Business Design Conclusions

Questions to Consider

When drawing up your conclusions you may find it useful to consider some of the following questions:

- ▲ Have you got the required resources to support your strategy?
- ▲ Are you aware of the Strategic Challenges that must be overcome for you to realise your objectives?
- ▲ Can the strategy be funded?
- ▲ Is the strategy acceptable to employees and can you secure their backing?
- ▲ Who will act as ambassador for your strategy?
- ▲ Does your strategy fit your company culture?
- ▲ Will the strategy sustain or improve the competitive position of your company and does it fit with your company's overall purpose?
- ▲ Which customers will grow and who will decline?
- ▲ What strategies are your main competitors pursuing and what are their objectives?
- ▲ How will competitors respond to your strategy and can their reactions be coped with?
- ▲ Will your company's relationship with outside stakeholders (e.g. suppliers) need to change?
- ▲ Will you create Shareholder Value?
- ▲ Does the proposed profit figure justify your investments?
- ▲ Are there other investments to be considered?
- ▲ What will be the financial performance of your company in profitability terms?
- ▲ Will your financial risk change?



BUSINESSWARE A/S

Hornemansgade 36 A
2100 København Ø.
Tlf. +45 3526 4646
Fax +45 3526 4608
sales@businessware.dk
www.businessware.dk