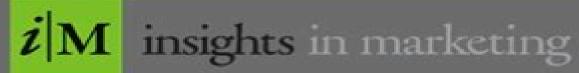
Ask Key Strategic Questions

MARKET OR BRAND POSITION	 Where do your products and services fit in the market? How does this compare to competitors?
KEY BENEFIT (or unique selling proposition)	 What is your key benefit? How is it delivered to consumers through everything you do? How can you reinforce it, especially against competitors?
DEMAND ANALYSIS AND GROWTH STRATEGY	What volume of products/services will your consumers purchase? Why? How can you increase that by removing obstacles or limitations?
PRICING STRATEGY	 Are your consumers price sensitive? How do consumers respond to promotional pricing—yours or your competitors'? Should your organization consider bundled pricing? What is the optimal bundle and how do you price it?
CONSUMER PROFILES	 How are your consumers changing? What is causing the change? What does that mean for your organization?



Key Questions In Strategic Planning

M Walker

Key Questions In Strategic Planning:

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Planning Crispin Simon, 1992 This work aims to provide a working guide to developing strategies for individual business and groups of companies with a particular focus on the role of the accountant The first part of the book sets out the survey sent to members of the Board of Chartered Accountants in Business and offers an insight into current practices in strategic planning The second part of the book describes the process of strategy formulation through the story of a finance director at a subsidiary of a public company Following a hostile takeover bid the company is forced to take a serious look at strategic planning This is reviewed from two perspectives business strategy the strategy of a single business and corporate strategy Discussion Paper (University of Minnesota. Strategic Management the strategy of a collection of businesses Research Center). ,1988 Strategic Planning, 1998 Strategic Planning J. William Pfeiffer, 1991 **Facilities Planning** Alan Walter Steiss, 2005-05-17 Capital budgeting and debt administration when pursued from a strategic planning perspective as opposed to the more conventional cost based framework provides a forward looking alternative based on a jurisdiction s needs its resource base and growth potential Strategic Planning for Sponsored *Projects Administration* Keith Harman, Charles R. McClure, 1985-11-19 Going beyond typical approaches to developing and administering sponsored projects the authors build a compelling case for new perspectives and techniques which are uniquely relevant to today s fast paced Information Age This work functions as both a theoretical treatise and a desk top handbook by integrating systems thinking information management boundary spanning contingency management and strategic planning into an effective and flexible model for both the public and private sectors It assesses the various factors to take into account when applying the model in different organizational settings and outlines the various steps in initiating a project and bringing it to completion The authors also further unify the technical work and human dimensions of their model by incorporating it with emerging concepts of organization culture Advances in Strategic Management Robert Lamb, Paul Shrivastava, 1985

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