

## Case Study

### Business Strategy Development & Deployment...

#### The Challenge

Paragon Inks Holdings Ltd were looking to restart their business growth & improvement focus after overcoming the challenge of the COVID 19 pandemic. They had ambitious plans to double the turnover within 3 - 5 years and, to accommodate this growth, a clear and comprehensive transformation plan of activities was required to ensure operational capabilities and capacity matched the expected business growth.

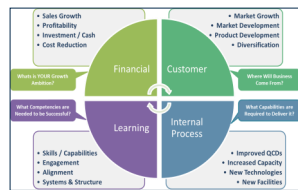
#### The Plan

- 1 • Strategy Mapping Overview & Setup
- 2 • Financial – PEST Analysis & Porter's 5 Forces
- 3 • Financial – Business Ambition, Opportunities & Threats
- 4 • Customer – Ansoff's Matrix, Products & Market
- 5 • Customer – Product Market Groups, 3 Year Projection
- 6 • Customer – 3 Year T/O Plan, Marketing Mix 4P's
- 7 • Internal – Winning Criteria, SWOT Analysis
- 8 • Internal – Value Stream Analysis, Improvement & Investment
- 9 • Learning – Resource, Owners, Structure & Development
- 10 • Write Up – Summary, 3 Year Transformation Plan

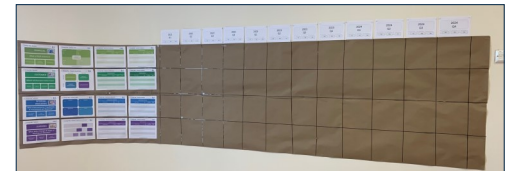


#### The Activity

Utilising the concept of the Balanced Business Scorecard model, we agreed to conduct several strategy workshops and build a visual brown paper 'Strategy Map' for the next 3-5 years. The four perspectives of this model (Financial, Customer, Internal Process, Learning & Development) were then explained to the senior leadership team.



Each perspective was then worked through with the team to build a phased and aligned transformation activity plan by quarter, detailing goals, objectives & key milestones.



Through the program, a number of models and focus areas were analysed as follows:

- **Financial** - The overall business strategy and external environment conditions using PEST analysis and Porter's 5 Forces to develop an achievable business ambition.
- **Customer** - Ansoff's matrix, Product / Market groups and the Marketing Mix 4P's to confirm the growth opportunities and create a 3 year plan.
- **Internal Processes** - SWOT analysis and operational processes to understand capacity constraints, investment requirements and improvement opportunities.
- **Learning & Development** - Review of the organisational structure to identify development, resource and recruitment requirements as the business expands.



Activity owners and resources were assigned to the final transformation plan and a 1- page strategy created to effectively communicate and deployed the plan throughout the business and set personal objectives.

#### The Results

- Collaborative Development of the 3-5 year Business Plan.
- Arrangement & Phasing of the Required Operational Initiatives.
- Creation of a 1-Page Strategy Summarising Transformational Activity.
- Ability to Produce Aligned Objectives within Performance Appraisals.