



## Seven Step Strategy Process Guide

Thank you for downloading our strategy process guide and for your interest in Balmoral Strategy development Limited.

This guide is meant as a brief introduction to the major steps and some of the elements involved in a strategy development process.

Typically a strategy development process would include 5-8 elements beneath each of the 7 top level steps highlighted in this guide

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## **Seven Step Strategy Process Guide**

### **Project Scoping**

1. Determine the scope and deliverables of the exercise
2. Identify and select team resources
3. Develop a terms of reference
4. Communicate goals with the workforce



## **Seven Step Strategy Process Guide**

### **Situation Analysis**

1. Review current business performance
2. Articulate current strengths and weaknesses
3. Identification emerging trends
4. Identification emerging customer needs
5. Identification of threats and opportunities



## Seven Step Strategy Process Guide

### Market Scoping

1. Determination of the size of the market
2. Identification and analysis current competitors
3. Analysis of distributions channels
4. Assessment of the value chain
5. Mapping the competitive landscape



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### **Market Dynamics**

1. Market segmentation
2. Competitive intensity determination
3. Profit potential determination
4. Competitive position determination
5. Target market selection



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### **Competitive Advantage Determination**

1. Review competitive position, strengths and weaknesses
2. Identify opportunities for differentiation



## **Seven Step Strategy Process Guide**

### **Strategy Determination**

Using the insights gained from earlier work

1. Develop customer value propositions
2. Develop key growth strategies
3. Develop key enabling strategies
4. Develop company mission statement



## Seven Step Strategy Process Guide

### Implementation Planning

1. Develop growth projects to support growth strategies
2. Develop enabling projects to support enabling strategies
3. Carry out a full financial impact review
4. Carry out a risk assessment
5. Assign ownership and communicate strategy to the workforce