

# Strategic Business Plan

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Fyzics Business Consultants Private Limited





Weekly webinar series focuses on business analysis concepts, tools and techniques.

25min + 5min = 30min

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# About Fhysics

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Fhysics specialises in BA, SCM and NPD Consulting and Certifications.



Fhysics, an ATP of BCS, UK and offering

BCS Foundation Certificate in Business Analysis

BCS Foundation Certificate in Artificial Intelligence





# What is Strategy?

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Strategy is the direction and scope of an organisation over the long term, which achieve advantage in a changing environment through its configuration of resources and competences with the aim of fulfilling stakeholder expectations.

Johnson, Scholes and Whittington (2008)



# What is a Business Plan?

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A strategic document that provides a roadmap to an organisation.





# Types of Business Plans from Organisation Life Cycle?

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Entrepreneur  
Business Plan

Strategic  
Business Plan

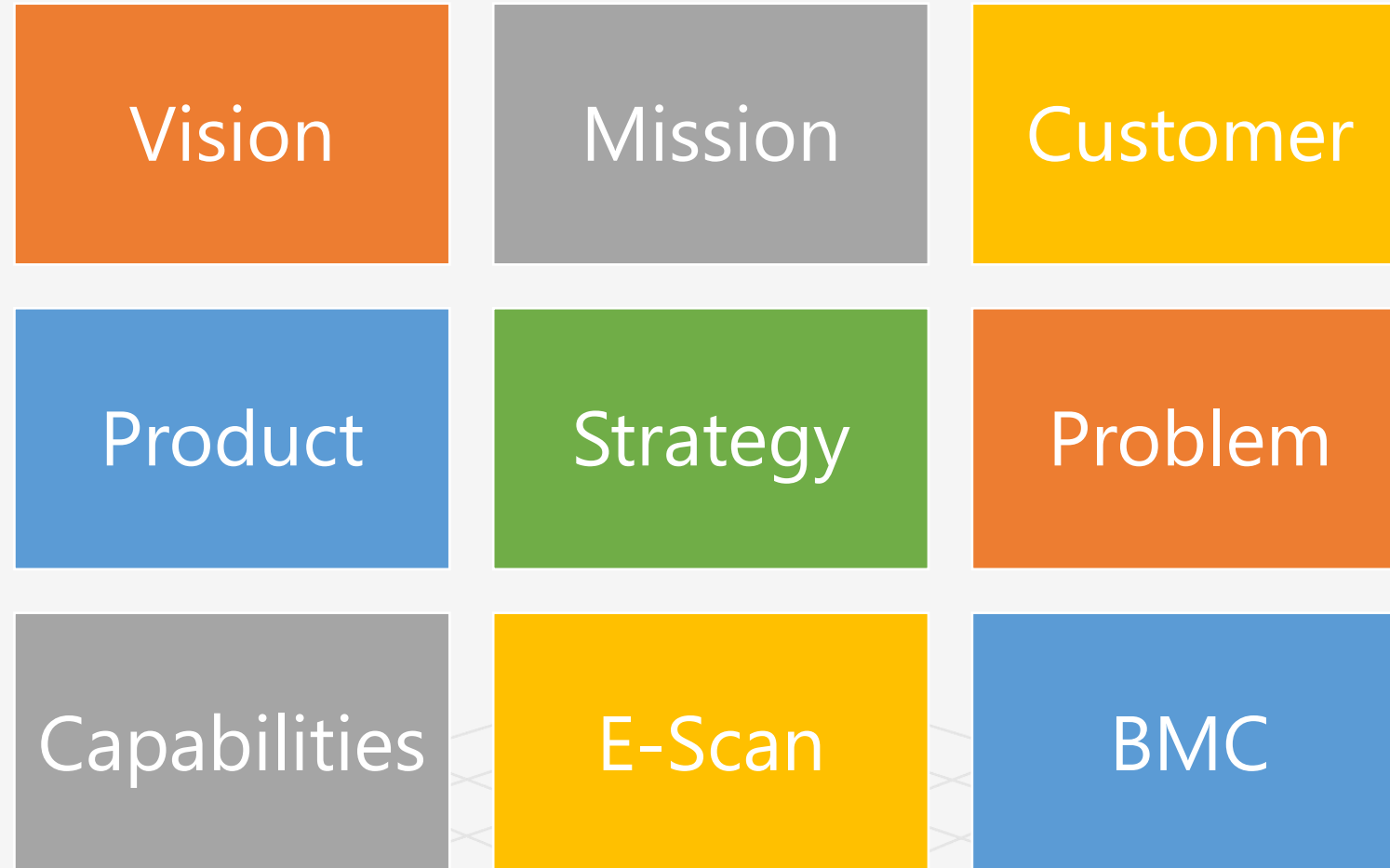
Exit Business  
Plan





# Elements of a Strategic Business Plan

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## **External Environment Analysis**

PESTLE, Porter's Five Forces Model etc.

## **Internal Environment Analysis**

MOST, Resource Audit, Boston Box etc.

## **Executing Strategy**

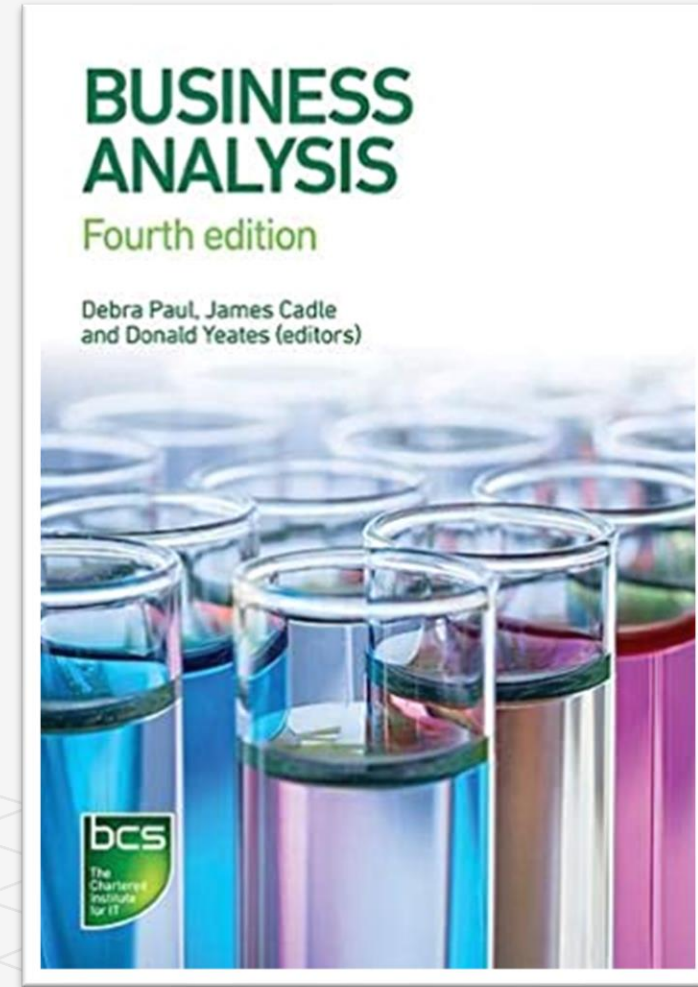
McKinsey's 7-S Model, The Balanced Business Scorecard etc.







## Chapter-3: Strategy Analysis





# Mastering Business Model Canvas

**ONLINE COURSE  
ON SUNDAY,  
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**10 - 12 PM &  
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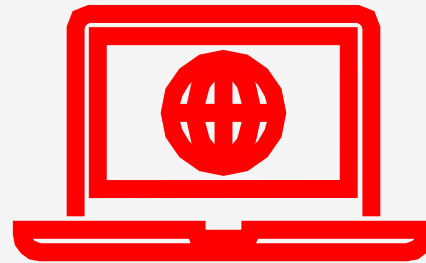


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