

Choices to be made in a good strategy

(Michael Porter)

1. **Create a unique value proposition** Compared to competition
2. **Choose the BM and position in the value chain** Different from competition
3. **Select what to STOP** Choosing what not to do
4. **Ensure the fit with Core Competence** Activities should reinforce each other
5. **Continuous development** Invest to improve

Conclusions:

- If all of the above mirrors your competition, all is left is competition on price....
- Strategic Marketing Planning is about choosing what to do but also what not to do!

Strategy Building Blocks

Analyzing the external environment

- Customers and their (changing) needs
- Competition and the space to play

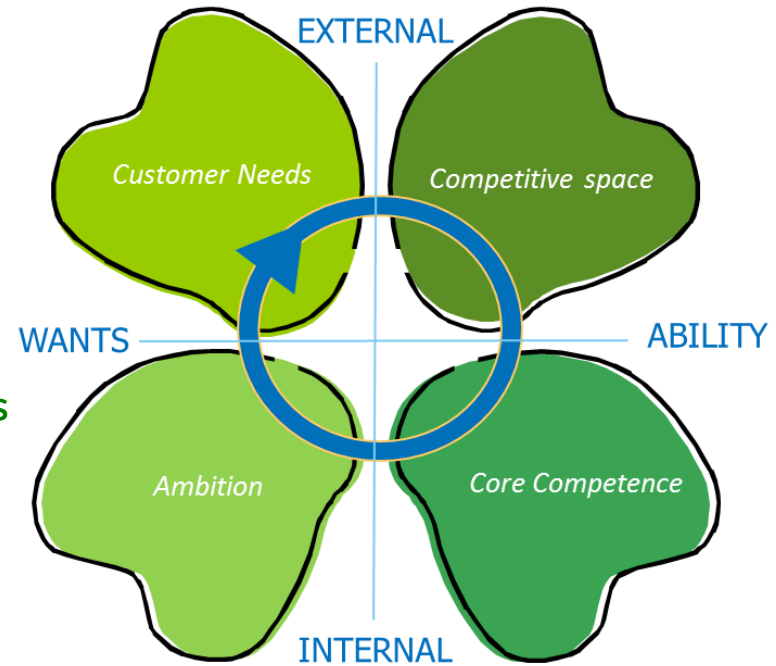
Analyzing the internal environment

- Our strengths and (core) competencies
- Our ambition and goals

Formulating your strategy

- Growth direction(s)
- Differentiation

Implementing the strategy



It is not important where you start, but that your choices are coherent and consistent.

(Arthur Simonetti)

The Strategy Process

