

Strategic overview

Your strategy is **the foundation for the success of your business**. And your Strategic Overview document, built with the guiding hand of Core, will be your reference guide for your company's growth strategy.

The importance of a coherent and comprehensive strategy is critical to the success of any company. And our 30 years of experience tells us that the robustness of a strategy is really put to the test when a company tries to accelerate its growth and enter new markets. Often companies that have been successful in one market stumble when they enter another – either because the strategy is wrong or because it's poorly understood and communicated.

Our experience in overseas trade has been invaluable to our clients. Even for those companies that are already trading overseas, we usually recommend producing a Strategic Overview as part of the client take-on process. That's because it always throws up new opportunities and challenges; and it crystallises in management teams' minds a clarity of purpose and direction.



- Sets out your business's vision and goals
- Realistic milestones for achieving your targets
- Reference guide for day-to-day tactical operational activities
- Keeps you focused on the big picture
- Benefit from the Core team's 30 years of international strategy and business growth experience

Often you are so focused on running your business on a day-to-day basis that you don't have time to identify your plans for the future. Developing a long-term business strategy involves understanding where your business is now, deciding where you want your business to be in the future and looking at what you need to do to get there. Core can help you set goals for your business, and develop and implement a plan to achieve them.

How we work

It starts with a meeting. And a large pot of coffee. Our strategy consultants will spend as much time with you as they need to understand your business, your current plans and your ultimate ambitions for the enterprise. They'll unpick your strategy, ask questions you've not been asked before, and put themselves in the shoes of your different stakeholders: staff, customers, suppliers, distributors, competitors, financiers, and potential acquirers.

It can take more than one meeting. For more complex business models, we want to be sure that we understand your business almost as well as you.

The outcome is a substantial document that puts on paper your business strategy – not an annual business plan, but a long-term document that sets out your ultimate ambitions, your products and services, marketing strategy, competitor analysis, market entry plan, structure charts, vision of the future state of the business, as well as some high-level plans for the next 18-24 months.



The benefits

The Strategic Overview will be an invaluable document. The development process involved will produce innovative and creative ideas which serve as the core framework for your company and planning its future. The benefits include:

- Establishing clear direction and focus
- Helping you make wise business decisions
- Creating longevity for your business
- Increases profitability and market share
- Identifying unique differentiation: giving you the competitive advantage in your market
- Motivation – helps inspire your team to be part of your strategic journey

Call us now on +44 (0)1695 732543 to see how we can help you add real, tangible value to your business.