

*Make a  
Check-up to  
your  
company  
Business  
Strategy*



## GOALS

This Service concedes rapid results of a diagnosis, made to evaluate the company products and services strategic positioning in the markets it operates, presenting a set of recommendations and guidelines for the company business strategy.

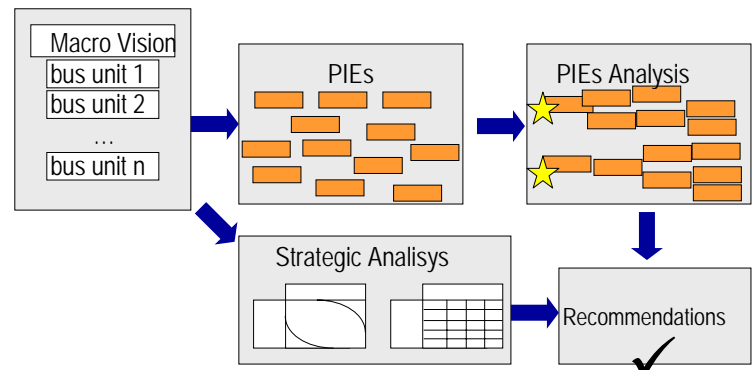
## BENEFITS

- Assessment of the current strategic positioning of the company in the market;
- Analysis of the key problems detected and identification of their causes;
- Identification of the main directives and recommendations for the business strategic repositioning of the company.

## DELIVERIES

- Description of the Business Units analysed in terms of strategic indicators;
- Identification and analysis of PIEs (Problems, Issues and Expectations); relationship of PIEs in chains of cause/effect, identification of the roots and impacts of the problems found;
- Competitive Intensity Analysis, Market Attractiveness and Competitive Positioning of the strategic segments;
- Strategic segments BCG Matrix and SWOT Analysis;
- Recommendations for the business strategy repositioning.

## METHODOLOGY



In a first stage meetings with the administration and heads of several business units are carried out in order to strategically identify your current set of operations (supply, markets, customers, competitive positioning, expectations, problems, etc.). The results of these sessions allow to capture a set of PIEs (Problems, Issues and Expectations), which are then analysed. This analysis is crucial to relate the PIEs in a set of integrated cause/effect chains, result in order to detect the roots of the problems founded. This analysis will be performed dynamically throughout the work and will always be present during various phases of the methodology.

Afterward, a strategic review of the supply of several business units will be done, including Analysis of Competitive Intensity, Market Attractiveness, Competitive Positioning, BCG Matrix and SWOT Analysis of the strategic segments considered.

This service ends with the presentation of the diagnosis results, where there will be given a set of recommendations concerning the company business strategy.

## DURATION

In a normal situation this service has the duration of 6 days.

Depending on each specific situation, the course structure can be revised by agreement prior to its realization.

## CONTACTS

Business Step – Consultoria, Outsourcing e Formação em Desenvolvimento de Negócios, Lda.  
Av. Pinhal do Caldas, 73 Verdizela 2855-609 Corroios  
tel: (+351) 210 994 439 fax: (+351) 212 942 719  
e-mail: info@biz-step.com web site: http://www.biz-step.com