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Pragmatic Advisors

The Region's Leading Advisor on Family Business

**The Benefits of Strategic and Business
Planning**



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One of the core reasons why a particular business ends up destroying value is the absence of strategy and thorough business planning. In today's challenging environment, it is very difficult to be successful without a plan for success.

When do you engage Strategic and Business Planning?

The motives are fairly numerous. Briefly put, Strategic and Business Planning is required with every fundamental move an established business or a startup venture wish to make. Those include starting a new business, launching a new product, tailor-making a product or service based on market needs, expanding into new markets, serving new market segments, going upstream or downstream along the value chain, enhancing the capabilities of a business unit, inaugurating a long term successful distribution model and the list continues.

What are the benefits?

The value behind Strategic and Business Planning is intense. Listed below are four key benefits:

- First, to promote fact-based decision making. Once you have everything planned and have already anticipated what will happen and figured out the possible challenges and show stoppers, decision making becomes much easier, faster and based on concrete data

- Second, to safeguard against rash investments. Once the opportunity is scanned, the executive's initial perception is revisited and updated based on the macro-environment, industry, market and competition key findings. Such refinement safeguards against futile investments that no longer make sense
- Third, to facilitate funding. A good and concrete strategic plan will be very attractive to investors and financial houses. This simply means that you can easily obtain funding, because a solid strategy will somehow lower the risk of a big failure
- Fourth, to track and measure implementation. The importance of a strategic plan lies in using it as a measurement tool. Diligent executives normally capitalize on their business plans by translating the underlying objectives into key performance indicators, which in turn act as the core drivers of the strategy. Linking those to the steering team total reward, somehow guarantees the well and timely execution of the plan

What do clients say about Okeili & Co Strategic and Business Planning efforts?

- "Your strategic business plans are the best I have seen in my lifetime as a businessman"

- “I have not seen anything that matches Okeili & Co perspective on strategy. The devised value proposition made me rethink my business model. A true masterpiece”
- “You and the team at Okeili & Co. have done a very fine job. Thank you”

For more information on Okeili&co Next-Generation advisory efforts, please write us to engage@okeili.com



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