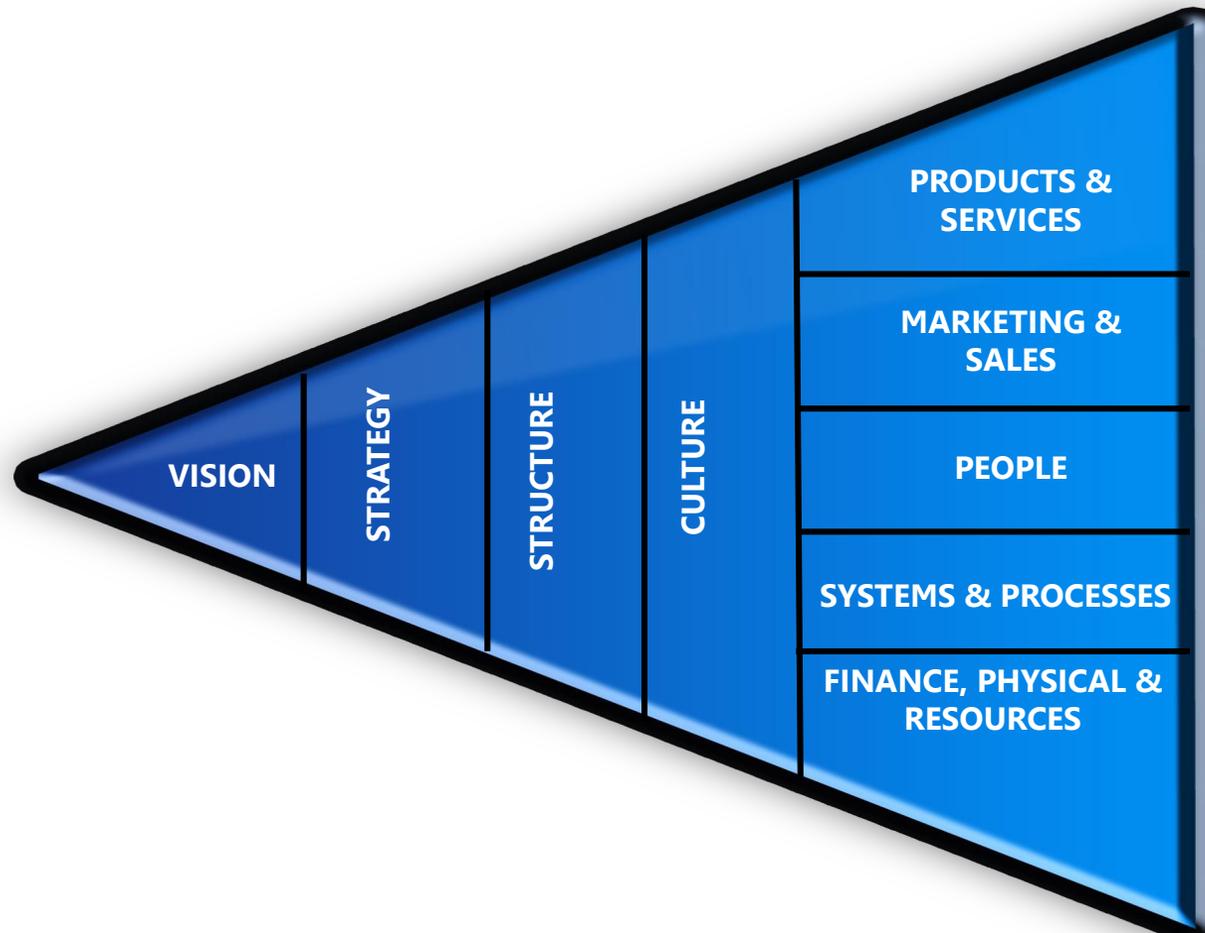


The Steps in Developing a Business Strategy

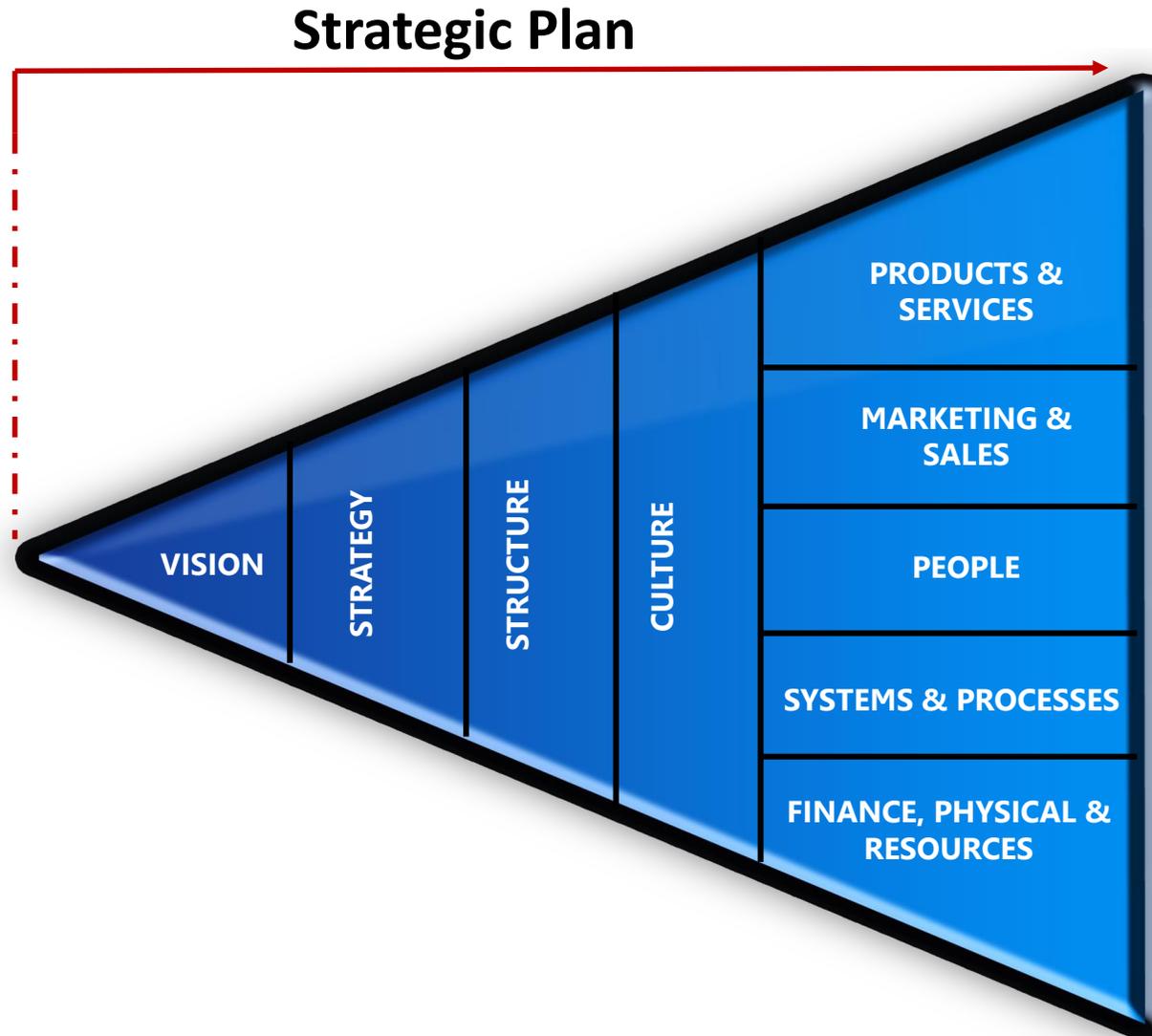


A Business Needs Direction

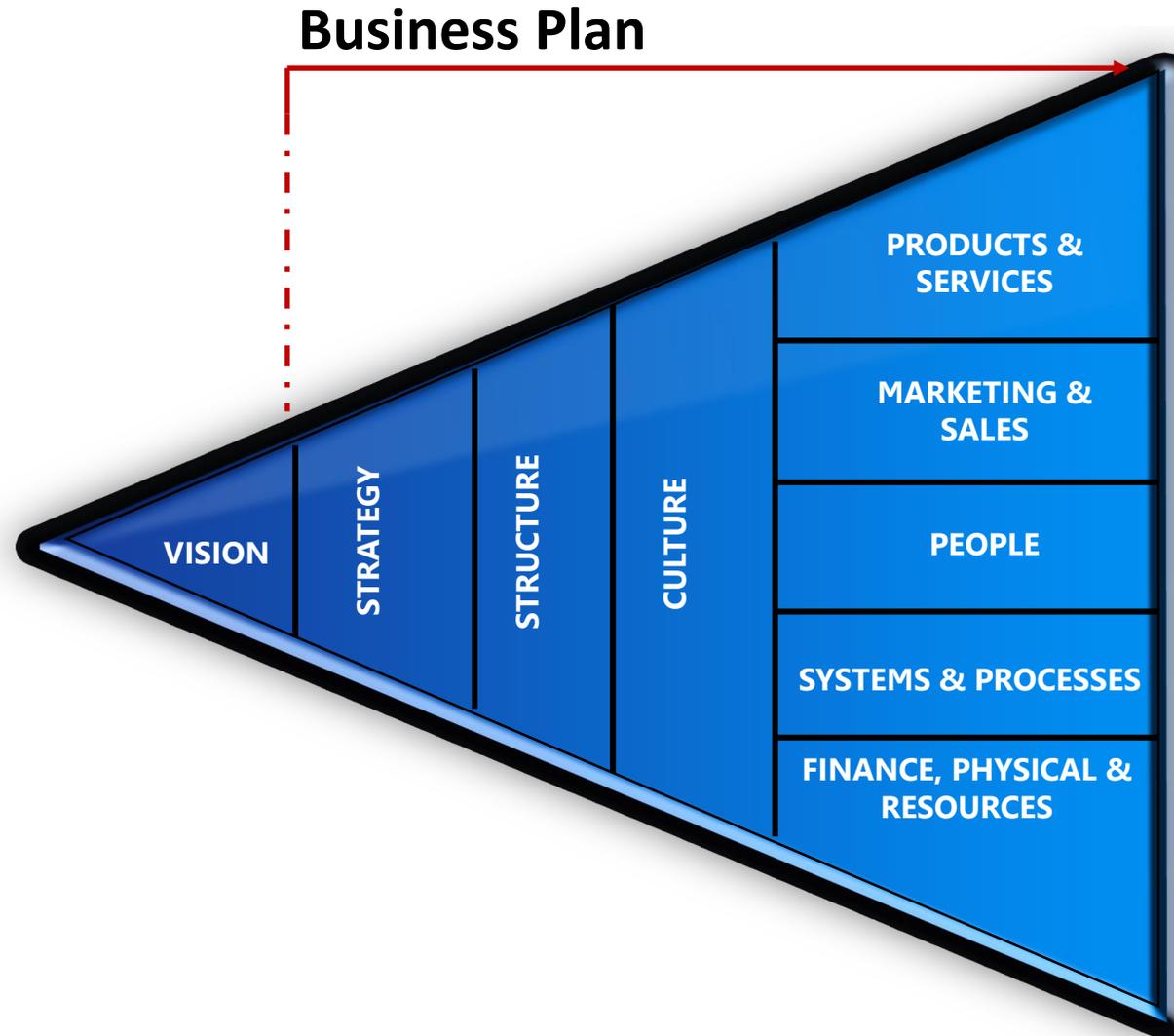
- A business needs direction, structure and processes. To facilitate Business Planning, a strategic management holistic framework was developed, which we call the PKF-FPM Rocket.



Strategic Plan - Determines The Vision



Business Plan - Accepts the Vision as it is and Revisits the Best Way to Achieve it



Operational Plans - Focus on How the Business Functions can Best Support the Strategic Plans

