

# Strategic continuum

How to build and rebuild strategic frame

# Before first run

- ▶ Make analysis
  - SWOT
  - PESTE
  - Other
- ▶ Develop strategies
  - From SWOT
  - General, if they are usefull

# Business Hypothesis

- ▶ The company can multiple its income twice
  - The interest of quality and bio wine is growing
  - The communication channels are able to multiply the ways of communication
  - The business of the company is stable

# Vision

- ▶ After 5 years
  - 2 x more stabile customers
  - Established IT communication channells
  - To be a leader / one of the most important producers of bio quality wine

# Mission

- ▶ To interconnect people and nature

# Values and rules

## ▶ Values

- Family links
  - The family is part of the nature and environment
  - The customers are the part of our family
- We produce in a harmony with the nature, not with the chemicals

## ▶ Rules

- The ways of communication
- The ways of leadership

# Strategy

## ▶ Segment

### ◦ Companies

- Product to sell: Wine collections
- Usefulness: as the presents for the customers and business partners
- Competitive advantage: Customer can design its own wine collection using our web shop, including the label modification and form of the package

### ◦ Private clients

- Product to sell: Bareled wine, private events, bottled wine
- Usefulness: New experiences, information
- Competitive advantage: Information channels, special events, special care of wine

# Strategic continuum

- ▶ Operation interval
  - Now
- ▶ First interval
  - 2 – 6 months
- ▶ Second interval
  - 6 months – 1 year
- ▶ Third interval
  - 1 year and more



# III. interval

- ▶ 1 year and more
- ▶ Leaders
  - Looking for the advantages
    - New varieties of wine we can
      - Buy on the market
      - Plant in our vineyards
    - New ways of communication
      - Smartphones
      - Social networks
    - New events to present
      - Outsourced events
        - St. Martin wine, The wine celebrations
      - Our own events
        - Wine harvest
        - Excursion to our wine cellars

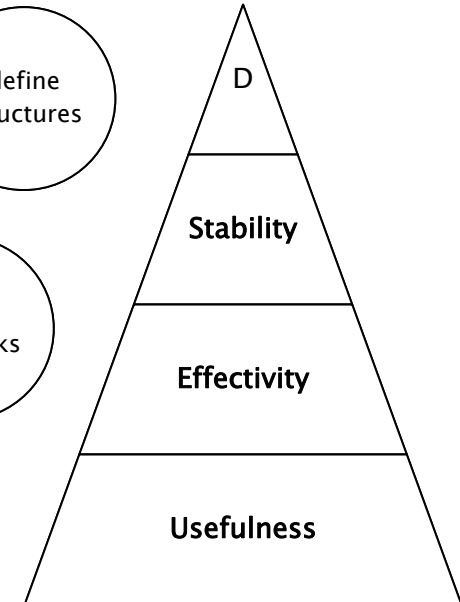
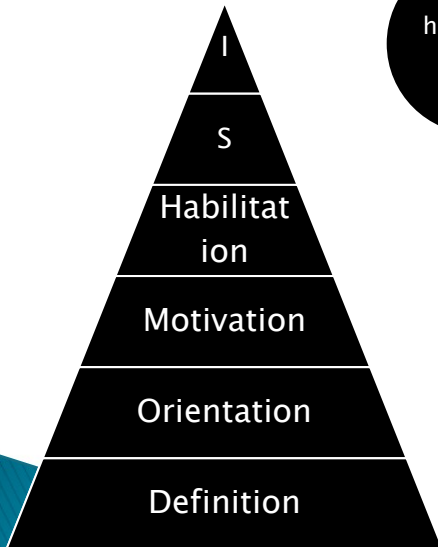
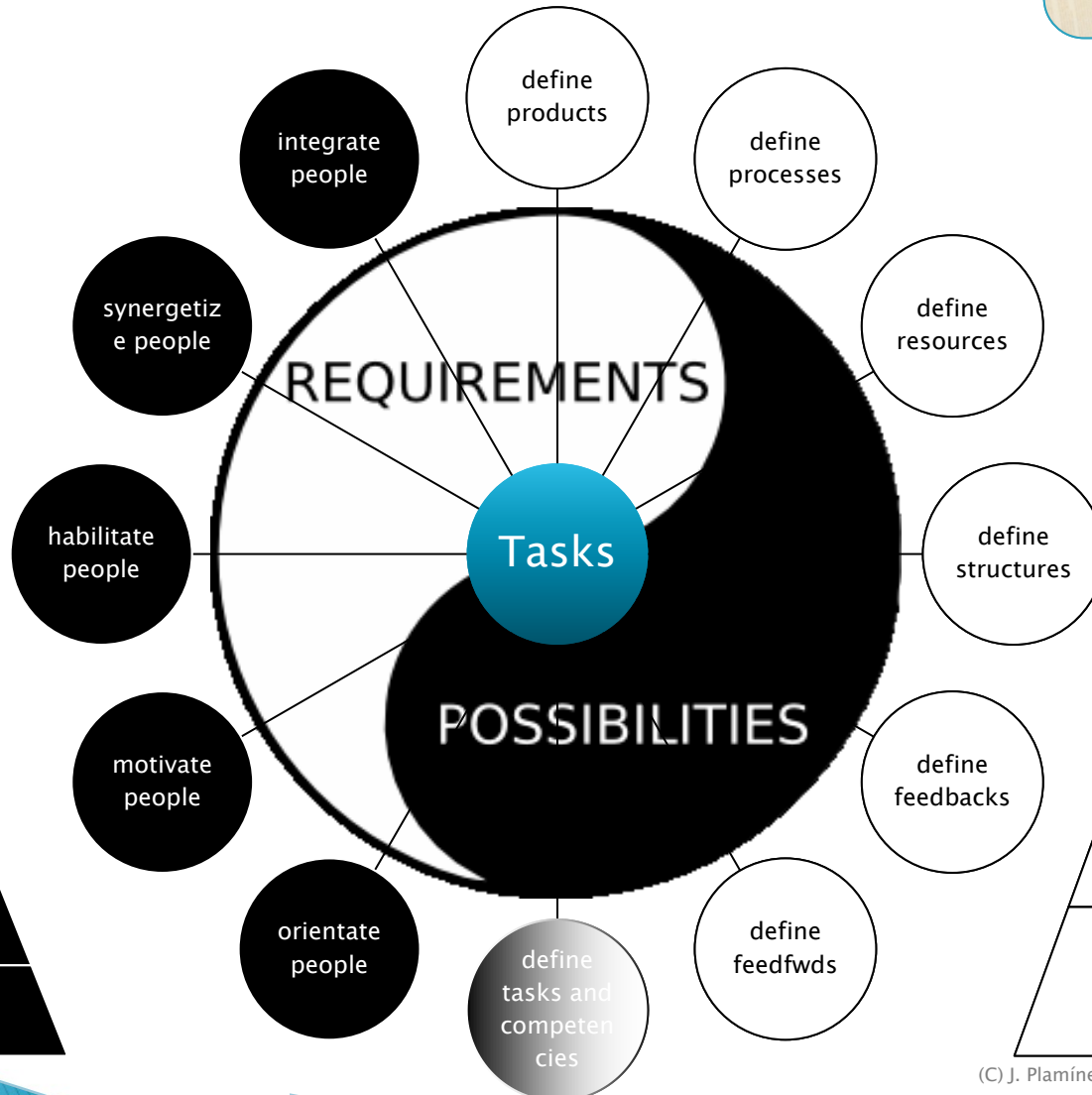
# II. interval

- ▶ 6 months – 1 year
- ▶ Leaders
  - Choosing concrete varieties of wine
  - Selecting the ways of communication
  - Developing the calendar of events
  - Finance sources
- ▶ Managers
  - Finding propriete vineyards and partners
  - Negotiating with the IT experts
  - Preparing organization of the events

# I. interval

- ▶ 2 months – 6 months
- ▶ Leaders
  - Control the work of the company according previous plans
- ▶ Managers
  - Defining preparatory works
    - Tillage of vineyards, terms of grapes supply
  - Control the work of outsourcing IT companies, testing
  - Defining program of every event
- ▶ Workers
  - Prepare for the season work
  - Finding capacities for the future work

# Managerial tasks



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# Operation interval

- ▶ Now
- ▶ Leaders
  - Control if necessary
- ▶ Managers
  - Control the labour of workers
  - Solve the problems
- ▶ Workers
  - Seasonal work on vineyards and cellar
  - Work in the eshop – distribute the wine, communicate on social networks
  - Providing events

# After II. DSI

- ▶ Revision
- ▶ Is Business Hypothesis still valid?
  - If not, need to develop new one
- ▶ Is Vision still valid?
- ▶ Is Mission still valid?
- ▶ New SWOT and other analysis
- ▶ Financial and other reports (Balanced Scorecard)
- ▶ New Strategic Frame and Continuum