

Management Consulting: Principles & Practices

SGM 5133-401

Instructor: Araceli Guenther

EXTERNAL ANALYSIS

THE SCENARIO DEVELOPMENT PROCESS

Define Focal Issue, Question, or Decision and Relevant Timeframe
Review Past Events & Alternative Interpretations

Identify
Driving
Forces



Identify
Critical
Uncertainties



Develop
Plausible
Scenarios



Discuss
Implications
& Paths



PORTER'S FIVE FORCES

Where does power lie and the impact to the future of your business?

1. New Entrants: How big is the threat to see new players entering the market?
2. Suppliers: How strong is the bargaining power of your suppliers?
3. Buyers: How strong is the bargaining power of your customers?
4. Substitutes: How easy is it for competitors to substitute your product or service?
5. Rivalry among existing competitors: How competitive is your industry?

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BLUE OCEAN STRATEGY

Sailing the large ocean in a competition-free market. Because of your unique competitive position, you can maximize profits until others see the opportunity and enter the market.

PESTLE

Identify changes and advantages that will impact your future business planning.

- Political
- Economic
- Socio-Cultural
- Technological
- Legal
- Environmental

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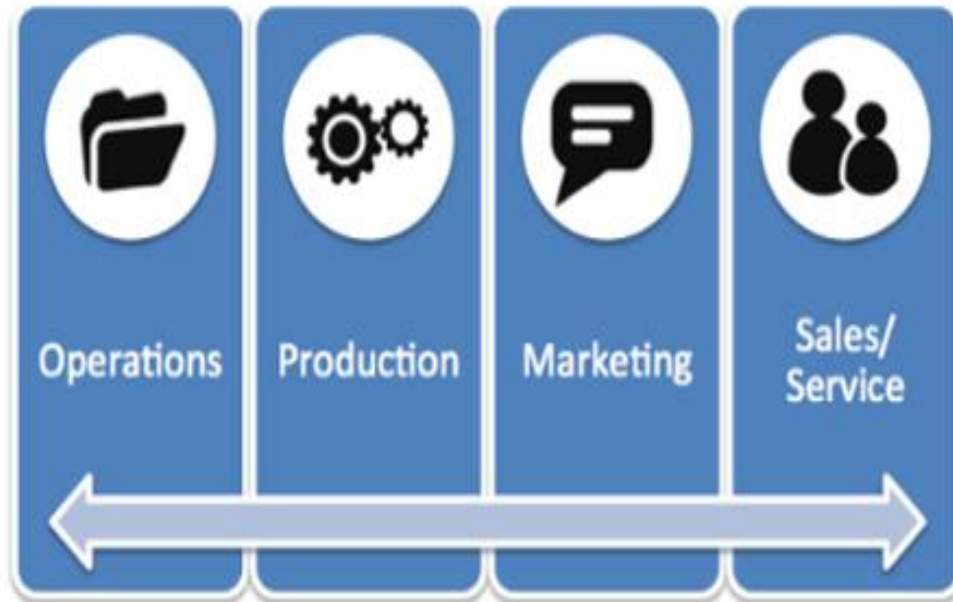
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INTERNAL ANALYSIS

VALUE CHAIN ANALYSIS

The Value Chain are all the things that happen in your organization that add value to your customer. Whether your business is for profit or not for profit, it will have a value chain - a sum of activities that creates value.

There are four key areas to the Value Chain:



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BALANCED SCORE CARD

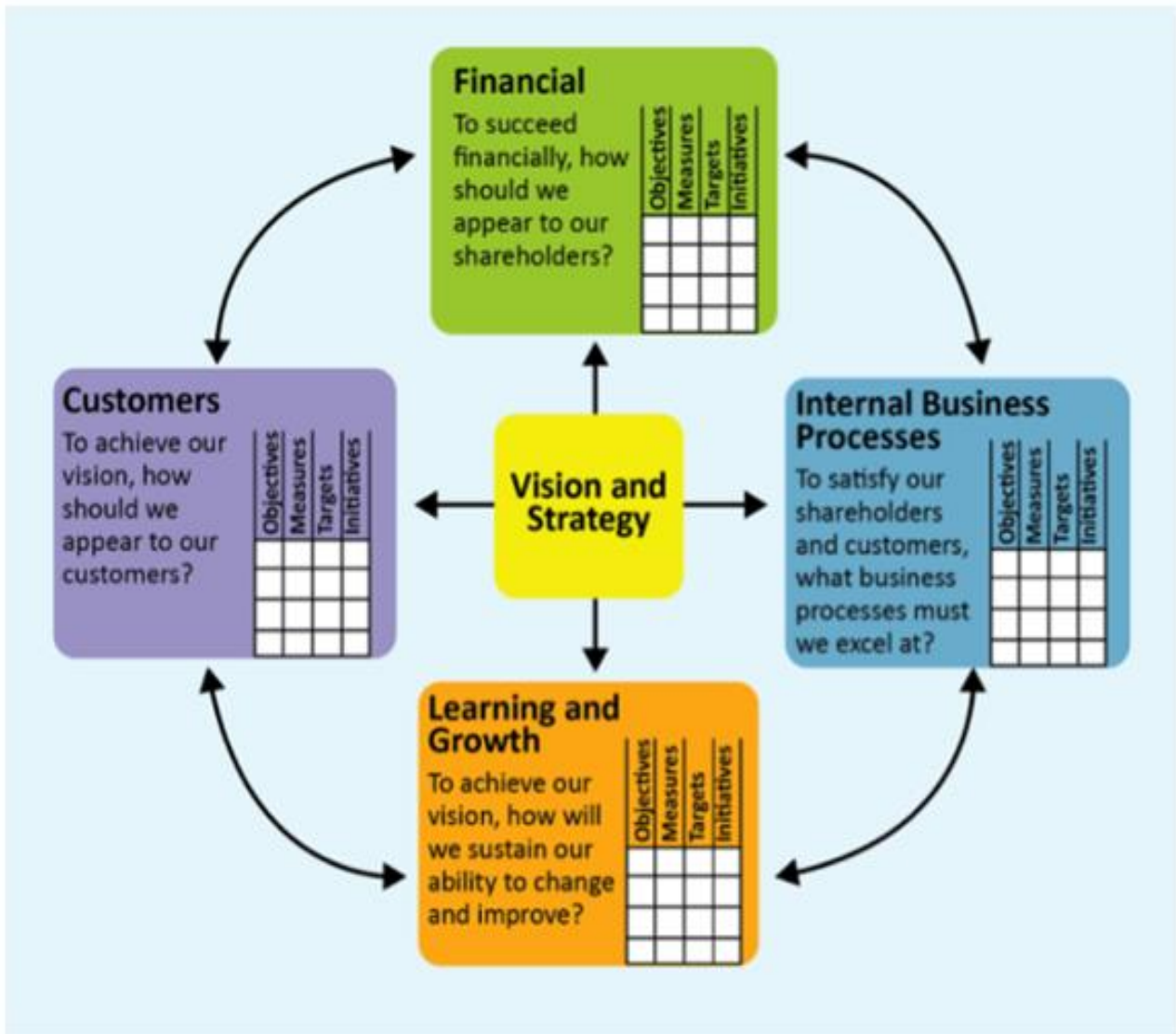
Balanced Scorecard is a very functional strategic planning and management system that allows you to set, follow-up and achieve your objectives and strategies, and is based on four different perspectives:

- Financial
- Customer
- Internal Business Processes
- Learning & Growth

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SWOT ANALYSIS

