

# FOCUSED STRATEGIC PLANNING



## COMPETITORS

Francis A Jones has developed Focused Strategic Planning as a way of helping our clients pinpoint specific factors or issues that affect their business, and give them the attention they deserve. Our aim is to provide the relevant data, skills, objective feedback, guidance and tools you need to move forward with confidence.

### Learning from your competition.

We all keep an eye on our competitors, but sometimes it's a good idea to go deeper, and see what you can learn from them. Discover what they're doing right and wrong, where they're different, maybe even better than you. And see how they're reacting to market pressures, technological change and global economic fluctuations. Maybe they can see risks that you can't. And maybe examining their businesses will help you find opportunities they can't see.

### Gaining the insights that will help you.

Our process begins with a business insights questionnaire that encourages you to consider the way your competitors go about their business, from pricing to social media and technology, and how the customer experience differs from your business to your rivals'. Data on your sales and other financial trends, and ideas around risk mitigation strategies in respect of your position versus that of your competitors, can also be helpful in preparing for the workshop.

### Giving you the edge.

Our workshop will focus on finding ways that you can develop a unique market and business position that will attract customers, provide defence against competition, and build your financial resilience.

The strategies we identify together may involve your products and services, technology, systems and processes, marketing, personnel, or a combination of all these factors. The goal is to give you an edge over your competition, strengthen your market position and prepare you to take competitive threats head on.

After the workshop we'll provide a strategic plan that will help you action the ideas, tactics and policies discussed, and we'll follow up four weeks later. If you need it, we can update, evolve or help you reassess every aspect of the strategies you choose at any time.

**Check [faj.com.au](http://faj.com.au) for more information and free business insight questionnaires that will help you protect, grow and improve your business, or call us on 9335 5211.**