

FOCUSED STRATEGIC PLANNING

MARKETS, PRODUCTS AND SERVICES



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.

Meeting the needs of your market.

The one constant in business today is change. Your customers have changing needs, tastes and choices. New competitors step into the market; old ones change or upgrade their products and services. Technology opens up new ways of doing things, and new products to entice your customers away. You need to step back and review your global approach at least once a year to truly meet the needs of your market.

Which way forward?

With so many factors at work, it's important to get a 'big picture' view of your business. The business insight questionnaires we have developed will help you revisit where your cost centres are, and which areas of the business generate the most revenue but also the most value.

The aim is to consider the age, suitability and potential of your facilities and systems. Investigate what your competitors are doing, and how it's different to your own offering. Examine what the market is responding to now, and whether you're providing it.

It seems like a lot, but completing our business insight questionnaires will show you how easy it really is to think and act strategically, and will take less than an hour to complete.

Get experts on your side.

In a two hour workshop, we'll work with you to determine which way forward may be most rewarding for your business, and help generate ideas towards achieving your refined goals around your markets, products and services.

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 for more information and business insight questionnaires that will help you protect, grow and improve your business, or call us on 9335 5211.