**FINANCIAL & BUSINESS ADVISORY ASSOCIATES**

Advisory\* Training\* Enterprise Development\*

MEMBER FIRM OF JCA INTERNATIONAL

In Association with the Manufacturers Association of Nigeria

 ***Strategy: The Winning Edge***

19th & 20th of May, 2016

Manufacturers Association of Nigeria

Main Secretariat, Km. 4, Ota-Idiroko Road,

Ota, Ogun State

**Financial & Business Advisory Services Associates**

**16 Udi Street**

**Osborne Foreshore Estate Ikoyi, Lagos**

**Developing Your Long Game**

##  RATIONALE

The Competitive Strategy session will provide the understanding, knowledge and tools necessary to meet head on the challenge of buildinga competitive strategy for your organization or separate business units within the organization.

The program will provide insights into frameworks for assessing industry profitability, the competition, the environment and making strategic choices in an organizational or business unit context.

Designed to broaden your perspective on how to make your organization more competitive, the session will help you

**Learning Outcome/Course Objectives:**

* Assess the profitability of your industry or vertical markets
* Assess the competition in your industry and /or markets.
* Examine theories and frameworks for identifying and exploiting profitable opportunities
* Create a cohesive and forceful business strategy
* Tailor the planning process to the needs of individual business units.
* Enhance your ability to assess the strategic impact of the moves of your competitors and how to maintain competitive advantage

**Course Outline:**

* Fundamentals of Competitive Strategy and the Historical Shifts in Strategic Focus
* Examine the underlying industry profitability and firm performance using Michael Porter’s 5 Forces
* Learn analytical frameworks for strategy formulation
* The Strategic Planning Process
* The 5 tasks of Strategic Management
* Hands-on Workshop

**Benefits**

* Improve your strategic thinking and focus on actions
* Sharpen your competitive skills and confidence to change the strategic management of your organization
* Fine-tune intuition and apply practical tools to break into new competitive markets
* Group participation in strategy formulation motivates the team and ensures commitment
* The avoidance of common strategy formulation problems, i.e., analysis paralysis, inundation with details and numbers, rigidity and outdated strategy.
* The strategy formulation exercise is in effect a "back to the drawing board" process and reinforces the whole essence of the business entity.

You will leave the program with specific tools that you can use to make an immediate strategic impact once you return to your company or organization.

# **METHODOLOGY**

In order to ensure true experiential learning, our methodology shall entail the use of the following;

• Presentations

• Visuals

• Videos

• Group Exercises

• Role Play

Feedback will also be sought to measure performance and in order to improve on the program and serve you better.

These shall be by;

• Administering tests on the participants to measure level of understanding at the end of the class room session

• Administering questionnaires on participants in order to take in their comments at the end of the class room session

• Administering questionnaires on supervisors 90 days after the end of the class room session to measure the improvements on the job

# **TRAINING LOCATION, DURATION & FEE**

**Location**

****The training shall take place in the following location;

 Manufacturers Association of Nigeria

 Main Secretariat

 Km. 4, Ota-Idiroko Road,

 Ota, Ogun State

**Duration & Time**

****The Strategy module is designed to run for 2 days.

19th & 20th of May, 2016

**Pricing**

Our fees are NGN40, 000.00 per participant for MAN members and NGN50, 000 for non-member

The fee shall cover course materials and refreshments.