

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Business Strategies Analysis"

November 2010

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046
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What's New ...

Hope each and every one of you had a great October ... How can it be November!!!

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I promised a few months back that some changes were coming for The Write Plan, LLC and yes they are just been a little busy to share them with you. However, I can tell you that some of the changes will be coming in the types of services The Write Plan, LLC can provide current and potential clients. Also, another change that has probably been long overdue is the change in how clients can pay for our services. In the past, the only way we accepted payment was either cash or check ... not anymore! :o) We can now accept payment(s) using a credit card via Paypal.



Happy Networking!

Chad

"The NetworkKING of Pittsburgh"

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,800** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).

Business Strategies Analysis

Competitive product-market strategies are critical to business success. Business strategy analysis requires the following:

IDENTIFY STRATEGIC GOALS

A firm's **strategic goals** drive business strategy and address the key success factors of the industry. Strategic goals often include the vision or mission statement for the business. They should also set the direction and standard for financial and market results against which actual performance can be measured. The two most common strategic goals are:

1. Competitive and market goals that define market share or market growth and penetration for the firm's products or services.
2. Financial performance in terms of key ratios, return on investment and sales, and growth in revenues and/or profitability.

DEFINE BUSINESS STRATEGY

The definition of business strategy includes six areas of analysis. The underlying capabilities in implementing a product-market strategy include the technologies, processes and market access that a firm has. These address the business and its key success factors. Business strategy includes customer targeting, product lines and positions, technical capabilities, strategic processes, and market access.

1. **Describe the customer targeting strategy and its requirements.** Without targeting a specific customer segment, it is impossible to develop effective products or services that meet specific customer needs and requirements. Each segment, by definition, has a different set of requirements. While differences may be minor at time, they affect the decision of the customer to purchase the product/service.
2. **Describe the product line and product positioning strategies for the market segment.** The business unit must decide what it will offer and how those offerings will be positioned within the competitive environment. A firm can have one product or a product line that covers a range of prices with a variety of features. The price-quality-performance position is a relative determination compared with competitors' prices, quality levels and features when comparing your products with alternative products in the marketplace.
3. **Identify the technologies required to implement the product-market strategy.** Technologies provide the basic capabilities needed to develop products or services, as well as the associated processes used in developing or delivering them to the marketplace. Technology determines the range of products and speed with which they can be developed and delivered to the marketplace.
4. **Identify the strategic process(es) required to implement the product-market strategy.** The core capabilities of a firm are embedded in the business processes and functions. Strategic processes can either improve the product or marketing capabilities of a firm. These processes and functions are the basis of a firms competitive strengths and weaknesses, and make up the core competencies of the firm.
5. **Identify the market access strategy.** The final element of strategy requires that a firm have access to its market or customers. Today, the Internet is considered the new channel for accessing markets. In the 1960s, 1-800 numbers were the new method of access.

Advertise here



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