



AFRICA SKILLS ENHANCEMENT CENTRE LTD

BUSINESS STRATEGY REVIEW AND EVALUATION

Welcome to *ASEC!*

BUSINESS STRATEGY REVIEW
AND EVALUATION

PRETORIA, SOUTH AFRICA

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(+255)763940905

Headquarters: 3rd Floor, KKKT Building, Mbezi Beach, Tanzania

Email: info@africaskillscentre.com

Web: www.africaskillscentre.com

PROGRAM OVERVIEW

Introduction

This comprehensive 2-week training program is designed to equip professionals with advanced knowledge and skills in business strategy review and evaluation. Participants will gain a deep understanding of the strategic planning process, environmental analysis, strategy formulation, implementation, and review techniques.

Organized by: Africa Skills Enhancement Centre Limited (ASEC)

Venue: Pretoria, South Africa

Date: (On request)

Duration: 2 weeks

Comprehensive Fees: USD (amount)

- ✓ USD (amount) per participant
- ✓ Group discounts (starting from 5 people): USD (amount) per participant

Our comprehensive fees cover:

- ✚ All training-related costs
- ✚ Hotel reservations and Visa Facilitations
- ✚ Airport transfers and inwards logistics while in Pretoria
- ✚ Meals and refreshments
- ✚ 16GB Flash disc for training materials
- ✚ Brand new laptop as part of our ICT training policy
- ✚ Certificate of completion by ASEC
- ✚ An excursion tour
- ✚ 1-year free virtual support on the area of knowledge

COURSE OBJECTIVES

- Understand the definition and importance of business strategy
- Identify key components of business strategy (vision, mission, goals)
- Analyze internal and external environments using SWOT, PESTEL, and Porter's Five Forces
- Develop strategic objectives and goals

- Formulate and implement business strategies
- Review and refine business strategies using best practices.

PERSONAL BENEFITS

- ✓ Enhanced knowledge and skills in business strategy review and evaluation.
- ✓ Improved strategic thinking and decision-making capabilities.
- ✓ Ability to analyze complex business environments and develop effective strategies.
- ✓ Enhanced career prospects and professional growth.

ORGANIZATIONAL BENEFITS

- Improved strategic planning and decision-making processes.
- Enhanced competitiveness and market position.
- Increased efficiency and productivity.
- Better alignment of organizational goals and objectives.

TARGET AUDIENCE

- ❖ Senior executives and managers
- ❖ Business leaders and entrepreneurs
- ❖ Strategy consultants and advisors
- ❖ Professionals seeking advanced knowledge in business strategy

COURSE CONTENT

Day 1: Introduction to Business Strategy

Understanding Business Strategy

- Definition and Importance of Business Strategy
- Key Components of Business Strategy (Vision, Mission, Goals)
- Types of Business Strategies (Corporate, Business Unit, Functional)

Strategic Planning Process

- Overview of the Strategic Planning Process
- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- Case Study: Analysing a Real-World Business Strategy

Day 2: Environmental Analysis

External Environment Analysis

- PESTEL Analysis (Political, Economic, Social, Technological, Environmental, Legal)
- Industry Analysis (Porter's Five Forces)

- Competitive Analysis

Internal Environment Analysis

- Resource-Based View (RBV)
- Value Chain Analysis
- Capability and Competency Assessment

Day 3: Strategy Formulation

Strategic Objectives and Goals

- Setting Strategic Objectives
- Key Performance Indicators (KPIs)
- SMART Goals (Specific, Measurable, Achievable, Relevant, Time-bound)

Strategic Alternatives and Choice

- Developing Strategic Alternatives
- Evaluating Strategic Options (Cost-Benefit Analysis)
- Decision-Making Techniques

Day 4: Strategy Implementation

Developing Action Plans

- Creating Action Plans and Timelines
- Resource Allocation
- Change Management and Communication Strategies

Monitoring and Control

- Setting Up Monitoring Systems
- Performance Measurement and Evaluation
- Adjusting Strategies Based on Feedback

Day 5: Strategy Review and Refinement

Review Techniques

- Methods for Reviewing and Assessing Strategy
- Lessons Learned and Best Practices

Practical Workshop

- Group Activity: Conducting a Strategy Review
- Presentation of Findings and Recommendations
- Feedback and Discussion
- Examination of Successful and Unsuccessful Strategies
- Simulation Exercise: Review and Refine a Mock Strategy
- Group Discussions on Case Studies

Day 6: Case Studies and Applications

- Morning Session: In-Depth Case Study Analysis

- Examination of Successful and Unsuccessful Strategies
- Group Discussions on Case Studies
- **Afternoon Session: Strategy Review Simulation**
 - Simulation Exercise: Review and Refine a Mock Strategy
 - Group Presentations and Peer Reviews

Materials Provided:

- Course Workbook
- SWOT Analysis Templates
- PESTEL and Porter's Five Forces Worksheets
- Case Study Materials
- Strategy Review Checklist

METHODOLOGY

- Interactive lectures and discussions
- Case studies and group activities
- Practical workshops and simulations
- Expert facilitation and feedback

CERTIFICATE

- ❖ Upon completion of the program, participants will receive a Certificate of Completion from Africa Skills Enhancement Centre Limited (ASEC).

Contact Details

Email: info@africaskillscentre.com

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(+27) 81 773 1325

(+255)763940905

Web: www.africaskillscentre.com

ASEC's Venues in the specified countries and cities:

Africa Skills Enhancement Centre Limited (ASEC) Offices and Location

1. Tanzania

Headquarters

Dar es Salaam: Address: 3rd Floor, KKKT Building, Mbezi Beach, Dar es Salaam

Branch Manager: Mr. Masoud Mohamend Dida

2. South Africa

Pretoria: Address: Hartfield, Pretoria.

Branch Manager: Ms. Naledi N. Kungwane

3. Ghana

Accra: Address: 789 Kwame Nkrumah Avenue, Adabraka, Accra.

Known streets: Independence Avenue, Ring Road West

Branch Manager: Ms. Ama Pokuaa

4. Congo

Kinshasa: Address: 1235 Boulevard du 30 Juin, Gombe, Kinshasa

Known streets: Avenue de la Justice, Avenue des Batetela

Branch Manager: Mr. Patrice Lumumba

5. Dubai

Dubai: Address: Unit 101, Al Safa Tower, Sheikh Zayed Road, Dubai

Known streets: Al Wasl Road, Jumeirah Beach R

Branch Manager: Mr. Ahmed Al Mansoori

6. London

London: Address: 456 Oxford Street, Soho, London W1D 1AP

Known streets: Regent Street, Tottenham Court Road

Branch Manager: Ms. Jane Smith

7. United States

New York City: Address: 789 5th Avenue, Manhattan, New York, NY 1002

Known streets: 57th Street, Madison Avenue

Branch Manager: Mr. John Doe

Our Dedicated Team is Available to assist you with any Questions or Booking

EVENT ENROLLMENT

FORM On:

BUSINESS STRATEGY REVIEW AND EVALUATION

Dates: on Request

Duration: 2 Weeks

Registration Details

Mr. Ms. Dr.

Name: _____

Position: _____

Department: _____

Organization/Company: _____

Address: _____

Zip code: _____ Town: _____

Country: _____

Phone: _____

Fax: _____

Email: _____

Birthday Month: _____ Day: _____

Anniversary Month: _____ Day: _____

Specific dietary requirements (vegetarian, allergies...)

If you need any other specific facilities (wheelchair access.....), do not hesitate to inform the **ASEC Team**.

Please use CAPITAL LETTERS or TYPE and return this form to:

info@afriaskillscentre.com

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