



Quick Strategy Assessment Workshop

1. Objectives & critical issues

The main objective of this 1 day workshop is to obtain renewed insights and understanding of the companies position in the market, identify new business opportunities and assess how the company could address these.

Because we have learned from experience that in fact much of the knowledge necessary as input for this process is already available within the company it is of critical importance that everybody, who can provide a piece of the puzzle, will participate in this workshop

Within this perspective this workshop should be considered as an approach to catch and organize this fragmented knowledge and ideas in a structured manner leading towards a first preliminary conclusions.

As a result of this, the outcome of this workshop should only be considered an indication of new promising directions and should always be followed up by a more comprehensive strategy development project.

2. Scope & approach

The workshop contains the following 3 distinctive phases that will have the following scope & purpose

Phase 1

Purpose

Creating a full understanding of
The competitive environment

Scope

- Market segments and their related needs and preferences
- Existing and new competitors and their expected future moves
- Possibilities and limitations of regulation and technology developments
- National & international benchmarking

Phase 2

Purpose

Defining the companies position
Within this competitive
Environment

Scope

- The company's Strengths, Weaknesses, Opportunities and Threats
- Vision of the changing competitive environment
- Mission and goals of the company within this changing environment
- Positioning of the company's offer to the market

Phase 3

Purpose

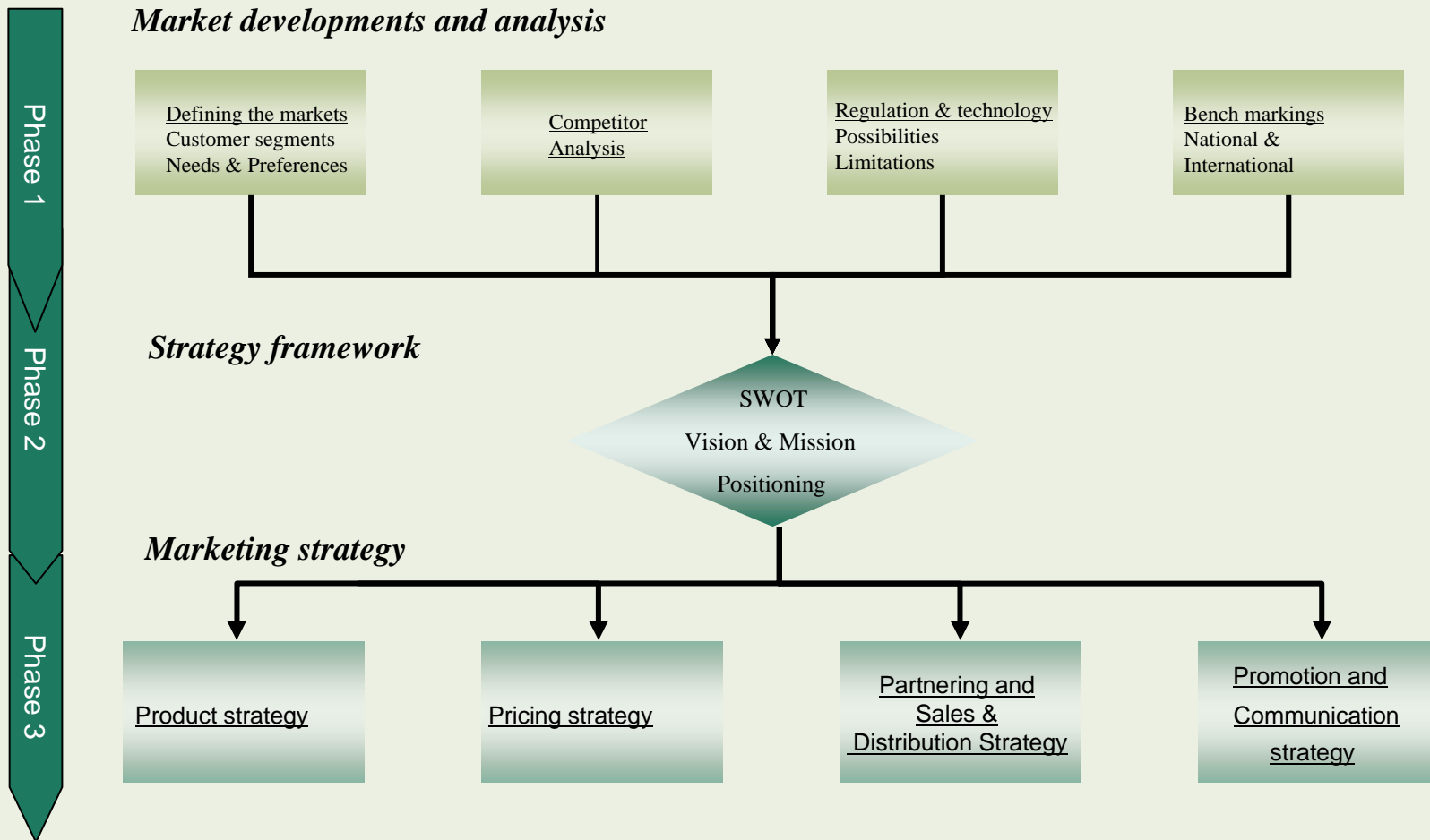
Identifying new areas of
opportunity and related offer to
Address these opportunities

Scope

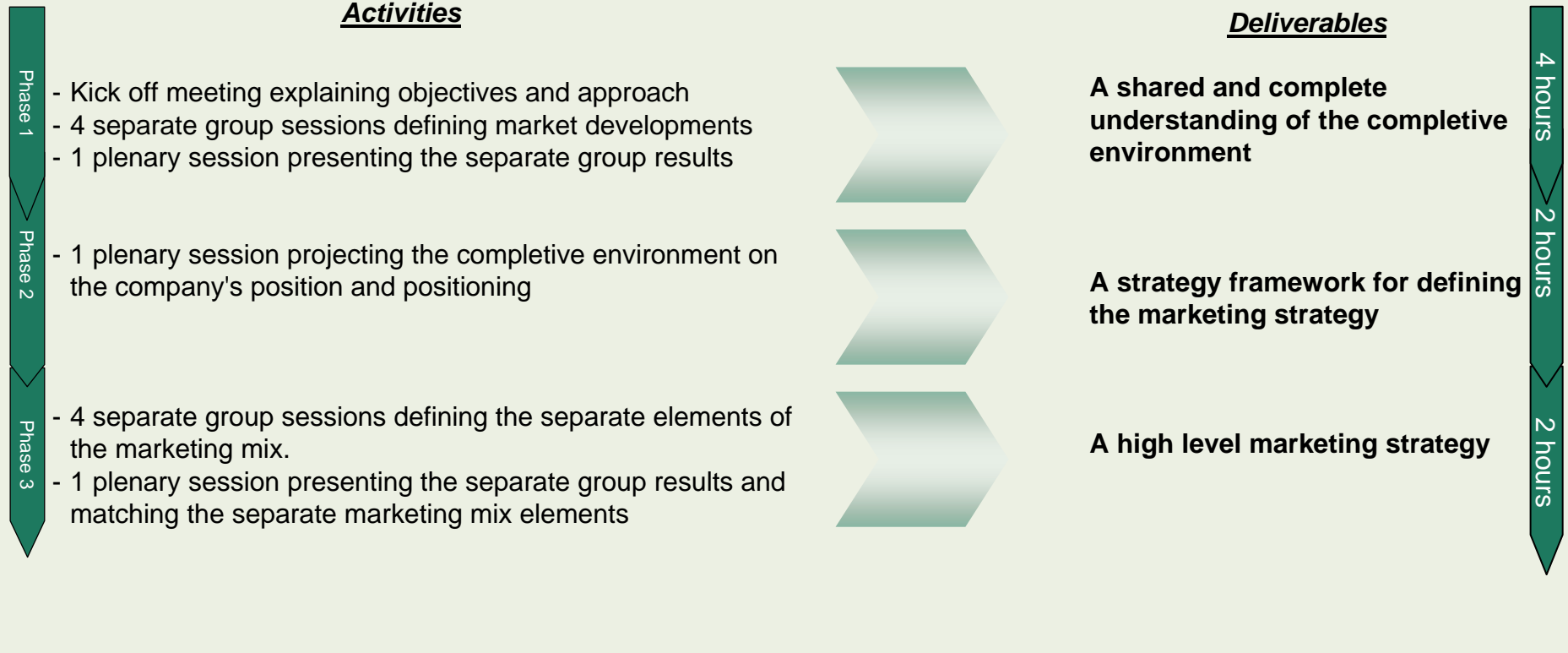
- Portfolio of product and services
- Pricing positioning and pricing mechanisms
- Direct and in-direct sales
- Promotion and communication

2. Scope & approach

The 3 workshop phases are related to each other as indicated below.



3. Activities & deliverables



4. Price & conditions

Conditions

LTT Business Consulting will deliver 1 full time consultant who will manage this 1 day workshop and lead the participants through all the stages of the workshop process (12 participants max.).

The client is responsible for providing the appropriate accommodation and support materials like overhead projector, slides, whiteboard, etc.

These workshops can be executed throughout Europe.

Price

The price for this quick strategy assessment work shop is € 1.000,-. This price does not include the travel expenses of the LTT Business Consulting consultant that will be charged separately.

As option on the standard workshop the client can choose for the LTT Business Consulting:

- market assessment desk study as preparation for the workshop
 - summary of the workshop covering the results and main conclusions of the group and plenary sessions
- Both these services are available for an additional € 1.000,- each.

Payment

Payment of the LTT Business consulting services will be done:

- 50 % on reservation / contracting
- 50 % directly after conclusion of each of the LTT Business Consulting services