



## PHASE 1: STRATEGY ASSESSMENT AND VISIONING

### Internal Assessment:

- Review 2024-26 strategy
- Conduct gap analysis between current and desired future state
- Assess core competencies, resources, and capabilities

### External Analysis:

- Analyze industry landscape
- Identify potential opportunities and threats



## PHASE 2: GOAL SETTING AND STRATEGIC OBJECTIVES

### Goal Formulation:

- Identify key strategic goals aligned with the vision and mission, focusing on profitability and market positioning
- Develop SMART objectives for each strategic goal

### Investment Readiness Integration:

- Define ideal investment timeline
- Evaluate potential acquirers or investors and their strategic fit



## PHASE 3: STRATEGY DEVELOPMENT AND EXECUTION PLANNING

### Strategic Initiatives:

- Develop detailed action plans for each strategic objective

### Measurement and Monitoring:

- Establish robust performance measurement system to track progress towards strategic goals and M&A KPIs
- Develop regular reporting mechanism to communicate performance to board and ExCo



## PHASE 4: STRATEGY FINALIZATION AND APPROVAL

### Documentation:

- Prepare final strategy document, including executive summary, strategic objectives, action plans, and financial projections

### Board Presentation:

- Present strategy for final review and approval

### Internal Communication:

- Develop comm. plan to disseminate the strategy



## PHASE 5: COMMUNICATION AND STAKEHOLDER ENGAGEMENT

### Internal Communication:

- Communicate new strategy to all employees
- Provide training and development opportunities

### External Communication:

- Communicate new strategy to key external stakeholders
- Build strong relationships with external partners to support strategy implementation

### OUTCOME

- Shared vision for future
- Clear and concise mission statement

### OUTCOME

- Specific KPIs to track progress towards investment readiness

### OUTCOME

- Detailed action plans
- Measurement system
- Reporting mechanism

### OUTCOME

- Approved strategy execution document
- 2027 financial projections

### OUTCOME

- Internal and external understanding and support of strategy

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER / 2027

### Resources Required

- Cross-functional team: Representatives from various departments to ensure a comprehensive approach.
- Shareholder consultants: Leverage shareholders to provide additional specialized expertise in strategy development, market analysis, and financial modeling.
- Data and analytics: Access to relevant data to inform decision-making and monitor performance.
- Technology: Tools for collaboration, project management, and data analysis.