



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

OUTCOME

- Shared vision for future
- Clear and concise mission statement

AUGUST



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

OUTCOME

- Specific KPIs to track progress towards investment readiness

SEPTEMBER



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

OUTCOME

- Detailed action plans
- Measurement system
- Reporting mechanism

OCTOBER



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

OUTCOME

- Approved strategy execution document
- 2027 financial projections

NOVEMBER



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

- Internal and external understanding and support of strategy

DECEMBER / 2027

Resources Required

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