



PHASE 1: STRATEGY ASSESSMENT AND VISIONING

Internal Assessment:

- Review previous strategy
- Conduct gap analysis between current and desired future state
- Assess core competencies, resources, and capabilities
- Revalidate PVTV

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 leadership team



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 comms 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
- Financial projections

OUTCOME

- Internal and external understanding and support of strategy

Resources Required

1. **Cross-functional team:** Representatives from various departments to ensure a comprehensive approach.
2. **Board members:** Additional specialized expertise in strategy development, market analysis, financial modeling, etc.
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.