

# Conduct a Strategy workshop for an engineering company to further develop a business segment

## Task

A well established South American company wanted to expand its business worldwide.

The task was to concentrate current resources and potential new developments in this business area and to develop a strategy for global market cultivation.

## Objective

The aim of the workshop was to develop a business development plan for the new business area with the aim of cultivating new markets to ensure the company's organic growth long-term.

# Conduct a Strategy workshop for an engineering company to further develop a business segment

## Methods

- ◆ Lead and moderate a multi-day strategy workshop.
- ◆ Prepare for the workshop by the researching the current market situation conducting a competitor analysis as well as the willingness of potential customers to accept new innovations.
- ◆ Evaluate and present of the results of the workshop as a mature business development plan.

## Result

Development of a five year business development plan that has been successfully implemented.