

Cutting Edge Strategies for Business Competitiveness

One Day Workshop

COURSE OBJECTIVE: To prepare Business leaders and Business Development Personnel to make operational decisions for business growth and competitiveness.

TARGET AUDIENCE: Business Executives, Strategists, Institutional Specialist supporting Private sector Competitiveness

COURSE TOPICS:

- ✓ Industry Analysis and Segmentation to assess the attractiveness of the industry in which they operate
- ✓ Value Chain Design and Analysis for sustainable competitive advantage
- ✓ Key issues for Choosing International Strategy

DELIVERABLES:

Participants will

- ✚ Understand how to analyze the industry in which they operate.
- ✚ Develop the capacity to do market segmentation to determine areas of profitability and growth.
- ✚ Acquire the skills to construct and analyze the value chain.
- ✚ Understand key issues in choosing international business strategy.

METHODOLOGY: Interactive Case-Based Teaching