

Management StartUP



Evaluate a strategy that you have designed and are implementing

Evaluation Criteria for Strategic Planning

TOOL MANUAL
MN06

ABOUT US



The staff of Online Management Solutions Ltd is trained on providing services for establishing and developing new entrepreneurial activities, as well as providing online services for businesses, and especially the media.

Our Vision

The website managementstartup.com was created by Online Management Solutions Ltd.

It stands as one of our first creations and it focuses on developing and providing research tools that can help people who are close to their entrepreneurial startup.

Management Startup was created by people with a high educational level and vast experience in the field of research and development of new tools for entrepreneurship.

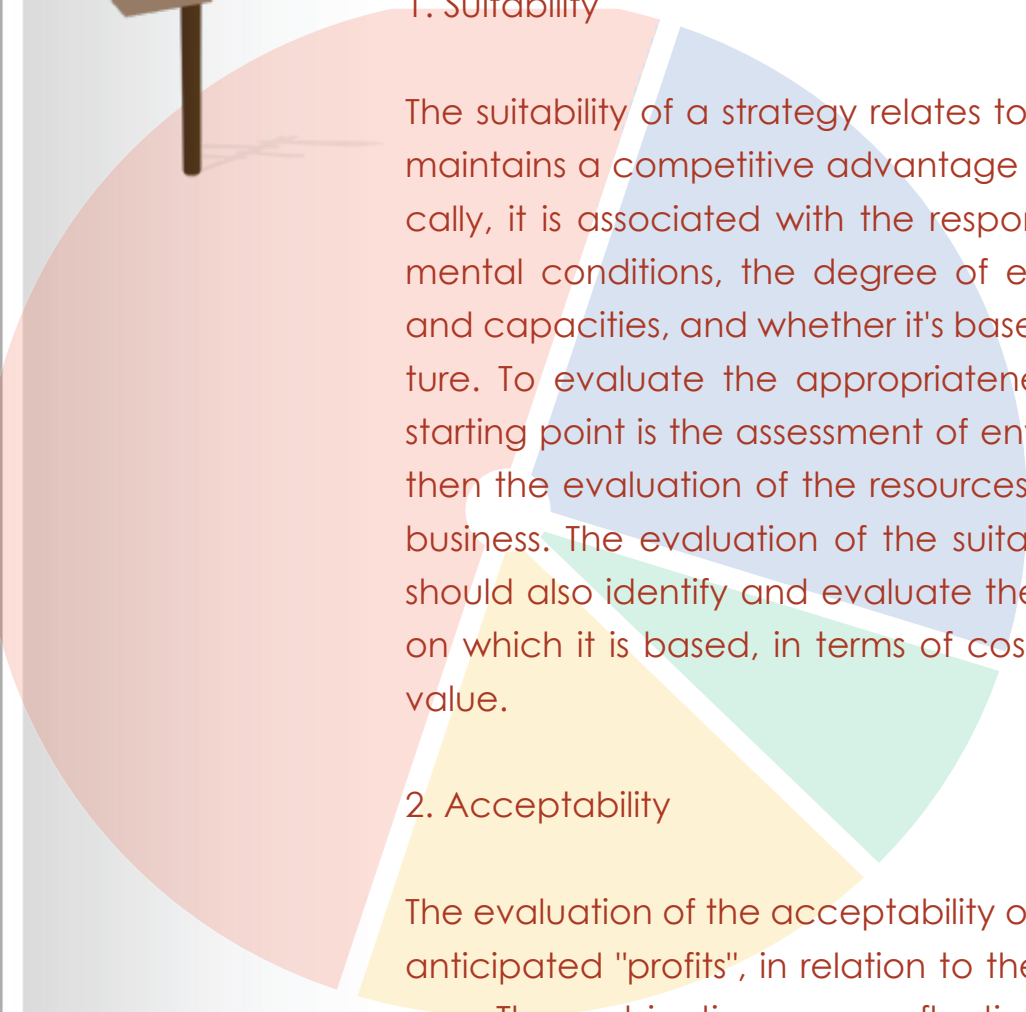


GENERAL DESCRIPTION



An evaluation of a strategy is based on the following three criteria:

1. Suitability



The suitability of a strategy relates to whether it creates and maintains a competitive advantage for the business. Specifically, it is associated with the response to external environmental conditions, the degree of exploitation of resources and capacities, and whether it's based on the corporate culture. To evaluate the appropriateness of the strategy, the starting point is the assessment of environmental criteria and then the evaluation of the resources and capabilities of the business. The evaluation of the suitability of a new strategy should also identify and evaluate the sources of advantage on which it is based, in terms of cost efficiency and added value.

2. Acceptability

The evaluation of the acceptability of a strategy includes the anticipated "profits", in relation to the objectives of the business. These objectives are a reflection of the expectations of key stakeholder groups and shareholders of the company. This means that the strategy should meet these expectations. Another point that evaluates acceptability is the degree of risk posed. It is imperative to assess whether the implementation of the strategy poses risks to the sustainability and profitability.

GENERAL DESCRIPTION



3. Feasibility

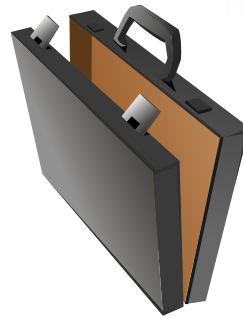
The evaluation of the feasibility of strategic options includes consideration of resources and capabilities of the company to successfully implement the strategy. It should be an analysis not only of financial and other tangible resources of the enterprise, but also non-tangible, such as the actual capacity. If you have the resources and skills, then this strategy is feasible.

TOOL USAGE

The tool is proposed for use by the Board of Directors and / or the entrepreneur himself. Due to the high specificity of the tool the user will probably need the help of a Business Consultant.

Type of business

New Ventures
Existing Companies
Consultants
Training Organisations



Size of business

Micro
SMEs
Corporations

Field of business

Services
Manufacturing
Trade



TYPE OF TOOL: Questionnaire

YEAR: 2012

TIME NEEDED: 5'-10'

FREQUENCY: Occasionally



Online Management Solutions Ltd

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