

Product Strategy Training (1 day)

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We come to you to deliver these courses.

Standard Course :- £750 per day + Expenses
Plus Hard-Copy Notes for Training Course @ £75 per person.
Note Electronic 'Print Yourself' Copy of Notes is Free

Content as of 1st Jan 2017

This course is designed for companies of all sizes, not just large ones. It will discuss not only discuss how to generate a business strategy for your current business and how to implement it, but also how to look to the future, and gain insight into what could change and how to take advantage of it.

- Introduction
- What is Strategy
 - And what are Tactics
- Strategy for your Present Business, whatever its size
 - Large, Medium, Small
- Analysis of your business
 - Cash Cows and other Animals
- Forces affecting businesses
 - Porter's 5 Forces
- Strategy for Potential Future Business
 - Predicting the Future
 - Making the Future Happen
- Technology Strategy
- Developing a Strategy
 - For Good Times and Bad
- Implementing a Strategy
 - The Link to Products

Pre-requisite : None

Note: It may not be possible to get through everything in the time, in which case the most appropriate items will be selected.

*Prices include travel expenses for sites within 100 miles of Northampton, but not VAT. Extra expenses may be charged for other sites.
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