

IF YOU DON'T KNOW WHERE YOUR BUSINESS IS GOING, ANY ROAD WILL GET YOU THERE.

No matter how great a business idea may be or the sales potential of implementing it, long-term profitability and competitiveness is impossible without proper strategic planning. Almost all companies find themselves operating in highly competitive markets with limited resources.



SENIOR BUSINESS MANAGERS ARE OFTEN SO PREOCCUPIED WITH IMMEDIATE ISSUES THAT THEY LOSE SIGHT OF THEIR ULTIMATE OBJECTIVES.

To thrive, not just survive, management teams must aim for controlled growth while protecting the heart of the business. Without a strategic plan, a business is much more likely to fail, or at least become less profitable.

THE PATH TO LONG-TERM SUCCESS IS PAVED WITH INFORMATION AND STRATEGY.

Strategic and tactical planning is visionary and directional, with operational components that are implementable and measurable. A useful strategic plan must be realistic and attainable to allow company leaders to think strategically and act operationally.

Strategic and tactical planning will help to:

- Understand competitive landscape and recalibrate company positioning amongst competitors
- Achieve faster growth and increased profits
- Build barriers to competitive entry
- Improve financial return on new initiatives
- Avert costs associated with misdirected launches
- Optimize resource allocation on critical activities
- Prioritize potential initiatives, selecting only those that fit objectives and budget
- Facilitate budgeting and capital projections
- Position company for exit at maximum value

Gates and Company has created innovative and impactful strategic plans for companies from early-stage to Fortune 500.

Methodology

In its most basic form, our strategic planning process begins as a corporate appraisal, meeting with company management to get a clear understanding of goals, objectives, environment, and resources. Management teams understand that this assessment provides the foundation for developing the strategic ideas that leverage core competencies and help the company grow.

Gates and Company considers itself an extension of our clients' management team. We work closely with company leadership in a team approach to sharpen the strategic vision and validate the opportunities through market research, both primary and secondary, and corporate assessment. Our process is iterative, including facilitated meetings with various levels of management and personnel that help encourage the flow of ideas.

A strengths, weaknesses, opportunities, and threats (SWOT) analysis investigates competitors, strategic partners, and market activities, defining strengths and weaknesses, areas for improvement, organizational challenges, market dynamics, and repositioning strategies.

As a result of the assessment, company goals and objectives are more clearly defined and stated. This process enables the development and summarization of strategies and tactics that help management achieve its objectives for increased revenues, market share, or brand awareness, or improved profitability or efficiency . . . whatever management's goals.

Benefits

Following the adage of "inspect what you expect," *Gates and Company* is a firm believer in converting strategic plans to actionable tactical programs. Our tactical plans outline the specific actions necessary to achieve strategic objectives, including tasks, task owners, resources, and a timetable to drive initiatives to completion.

Gates and Company helps mitigate risks by performing comprehensive research and analyses that provide clear direction. By understanding how customers, competitors, and key influencers are likely to respond, we can help you avoid costly mistakes and choose the most successful course of action.

Our plans are straightforward, with insightful recommendations that respect the company's resources and goals. ***"The strategies and tactics developed by Gates and Company were realistic and actionable, and respected our resources and budget."*** Depending on client needs, *Gates and Company's* value-added services extend beyond a document of strategic recommendations. We often help firms attract investment capital and provide executive resources to accelerate the launch of new ventures and corporate initiatives.

Clients are able to broaden their vision because *Gates and Company* assesses the business impartially, bringing fresh and diverse viewpoints to each engagement.

Gates and Company has a proven track record of helping companies expand revenues, gain market share, and increase profits. Please contact us to learn how we can help you strategically build your business.

