

Development of an Entrepreneurial Small Business' Strategic Plan by Shortened Systematic Strategic Planning (SSP) – Case Study

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Abstract

As many sources exhort managers to “*think strategically*,” only a few addresses how to make this happen. Where strategic analysis tools are explained, this is most frequently done conceptually rather than their actual application in strategic planning. Shortened systematic strategic planning (SSP) consists of a pattern of step-wise procedure for straight-forward planning, and the fundamentals involved in any strategic planning project. The use of shortened SSP is more suitable for the development of strategic plans for small- and medium-size businesses (SMEs). The intention here is to provide a new perspective and benefit for the strategic planners by introducing this new systematic methodology and demonstrating its implementation on an entrepreneurial and new business called CGA Tech. Accordingly, let shortened version of SSP easily understood and universally applied to any small- and medium-size businesses. The data that are used in this case are fictitious and only help for this study. Though, the given case does not cover all the sections of a typical strategic plan and use all the recommended techniques, it still reflects the basics.

Keywords: Strategic Planning, Strategic Management, Systematic Strategic Planning, Strategy and Case Study in Strategic Planning