

Strategic Planning

E-Cell, IIT Madras

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David Parrish MBA, FCMI, MIC, FCIM, FInstLM, FRSA

Overview

- **Vision and Success**
- **Internal Analysis**
- **External Analysis**
- **Competitive Advantage**
- **Strategic Marketing**
- **Your Business Formula**

Vision and Success

Internal Analysis

- The PRIMEFACT checklist

External Analysis

- The ICEDRIPS checklist

Competitive Advantage

- What are you best at?
- What are you best at
in relation to the competition?

Strategic Marketing

Your Business Formula

www.davidparrish.com