

Conducting Strategic and Competitive Analysis

Tools and Techniques for Assessing Strategic and Competitive Components of Business

Designed for CFOs, Controllers, CPAs and Financial Managers

A One Day Program 8 CPE Credits

Description

How does your company stack up against its competitors? Learn a **six-step approach for effectively assessing your company's operations and strategic components -- strengths, weaknesses, opportunities and threats (SWOT)**. Discover how the **"five competitive forces"** shape industry profitability. Compare and contrast the **benefits of a cost leadership focus to a differentiation focus**. Find out how **strategic performance indicators** are necessary for performing situation analyses and developing competitive strength assessments. Build your **understanding of the competitive profile as well as the competitor intelligence system**.

Objectives

- Learn a focused approach to assessing the strategic components of a business
- Learn and apply the five competitive forces that shape industry profitability for the purpose of analyzing both their business and the competitive environment
- Understand the use and application of strategic performance indicators for the purpose of developing competitive profiles and a competitive intelligence system

Agenda

- **Strategic Components**
- **The Six-Step Assessment**
- **Five Competitive Forces**
- **Creating Cost Leadership & Focus**
- **Building Differentiation & Focus**
- **Strategic Performance Indicators**
- **Competitive Profile Case Study**
- **Creating a CIS**

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