



business  
improvement  
group



Very few businesses truly believe that they are substantially different from their competitors. They see what they sell, as some form of commodity, and this limits the potential of the business overall.

Very few businesses have a formal, living business strategy in place. While some may have a business plan (hidden away in some hard drive), most businesses are operating from day to day by simply taking care of day-to-day matters.

# *A Living* **BUSINESS STRATEGY**

DEVELOP A DIFFERENTIATED BUSINESS STRATEGY  
THAT WILL ADD VALUE TO YOUR BUSINESS

**For a business to  
reach it's full  
potential,**

Having a business strategy is not optional. Rather, it is an essential piece of the puzzle that allows all parts of the business to coordinate their efforts.

**YOU DON'T HAVE  
TO GO AT IT  
ALONE.**

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# BUSINESS STRATEGY



## WHAT VALUE WILL YOU GET?

Unlike a business plan, the business strategy has just two functions.

### #1

Firstly it identifies how the business is to differentiate itself. This is critical because unless you can build this differentiation up, you will end up playing in the commodity field, so unless you can create economies of scale, the success of your business is limited or at risk of failure.

### #2

The second function of the strategy is to identify how to use your differentiation to create value for your business and your customer.

Business Strategy is cleverly simple, especially when you see it written up, on just a single page. However the true value is hidden behind this single page, it is the journey you travel on to get to that point that really matters.



AN EFFECTIVE BUSINESS STRATEGY IS NOT A TICK BOX EXERCISE, IT TAKES TIME TO EXPLORE, CONSIDER AND DEVELOP A GREAT STRATEGY.

*Create a living business strategy.*

*A business strategy that lives and breaths value. How to create value and differentiate your business.*



## THE PROGRAMME



**The Business Strategy programme is run over a 12-week time frame.**

Strategy cannot be rushed, and neither is it a tick-box exercise, so although we will custom the delivery to suit your requirements, we recommend completing your strategy over 12 weeks.

In addition to the 12-week programme you will also get full access to Sukuma, including life-times access to the Strategy and Planning modules full stop.

To further assist you with your strategy journey, you will also get complimentary access to BIG where you can talk strategy with other business owners and fine-tune your business skills through the comprehensive library available only to registered users.



SUKUMA PROVIDES A FRAMEWORK AND A PROCESS TO EMPOWER PEOPLE IN BUSINESS TO MAKE SOUND BUSINESS DECISIONS.

**Sukuma**  
*Business Software*

WWW.SUKUMA.BIZ



# BUSINESS STRATEGY

## FOR MORE INFORMATION.

If you still have some unanswered questions, please feel free to contact us directly.



[sean@seanfoster.co.nz](mailto:sean@seanfoster.co.nz)

## NEXT STEPS

Please complete this application form



[bit.ly/BIG-applicationform](https://bit.ly/BIG-applicationform)

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TO GO AT IT  
ALONE.

## Invest amount: \$2,750+GST

*Payment plans are available which include a \$1000 deposit. Partial funding may be available to qualifying businesses through the Regional Business Partners Network.*

The business Strategy programme is not suitable for all businesses and as our time is equally precious, we reserve the right to accept only those applicants who we believe will follow through with the programme.