

Seminar , 3 day(s)  
Ref : ABM

## Participants

Anyone involved in strategic thinking: Board Members, Members of strategy units, Directors, and Business Development Executives.

## Pre-requisites

Fluent spoken English.

## Next sessions

# Fast MBA

## OBJECTIVES

*This workshop will provide you with a process to help you develop, define and implement your company and marketing strategy. It also covers the fundamentals of Business and Financial analysis.*

### 1) Introduction

### 2) Strategy

### 3) Marketing

### 4) Finance

### 5) Basic Economics

## 1) Introduction

- Political, strategy, tactics, commitment, structure; some basic fundamentals.

## 2) Strategy

- Main tools used in defining a strategy.
- SWOT Analysis.
- Porter's Matrix: defining your profitability and peer group comparison.
- Arthur D. Little Matrix: analysing your competitive position and industry maturity.
- The McKinsey Matrix and Boston Consulting Group: product range analysis.

### Exercise

*Based on case studies.*

## 3) Marketing

- Upstream: being aware of technology, marketing in general and sector activity.
- The product: defining the basic features and building a consistent range.
- The market: evaluating and keeping efficient control.
- Competition: direct and indirect competition.
- Distribution: product placement.
- Communication: projecting a positive image.
- Pricing: setting pricing and profit margin.
- Summary: marketing Mix, the 4P's.

### Exercise

*Launching a new product: a practical approach.*

## 4) Finance

- The role of finance. General accounting. Financial analysis. Corporate Finance.
- Business finance and the market.
- Accounting factors. Assessment. Accounts and Results (French and #Anglo-Saxon# methods).
- Financial analysis from Assessment. Working Capital (WC). Required WC (RWC), normative RWV. Cash, Break-even point.
- Financial analysis from Accounts and Results. Standstill, Cash Flow. Statement of change. Fund flow statement. WC change.
- Cost accounting analysis: various methods.
- Overall summary: the company dashboard.

### Workshop

*Company analysis (finance, marketing...): discussion regarding next steps*

## 5) Basic Economics

- Business cycle, simplified and complex model.
- Money demand approaches; John Maynard Keynes, Milton Friedman.