

Strategic Planning System

Case Study

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Software to develop and report a business strategic plan by via a systematic approach to collection and reporting of information about a business and its industry

Project Summary:

Development of desktop software to systematically collect information about a business and its industry. The software allows entry of data into a series of forms covering all aspects of business, services, industry and customer requirements. Strategic options can be measured against predefined goals. Reports can be generated illustrating the current situation, as well as projected outcomes. Ultimately the system produces a Strategic Plan and Communication Plan suitable for presentation to "Stake Holders".

The software is to be sold as part of a strategic planning kit.

Client:

Stratas Group
<http://www.stratasgroup.com.au/>

Client Business Background:

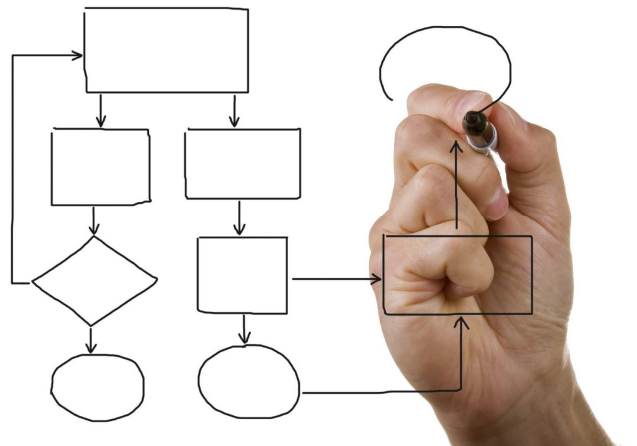
Stratas Group was formed by a group of management consultants with combined experience of more than 40 years working with some of Australia's leading corporations.

Project Challenge:

To create a desktop application that guides a user through complex business data collection and outputs easy to follow reports and planning strategies, personalised for the specific business, industry, product, service and customer base.

My using a series of forms, the system can ensure that the required data is collected without missing any areas that may change the outcome of the plan. By guiding the user step by step, the process delivers a disciplined approach to viewing the current, and prospective, directions and limits of the business and industry.

The application would need to automatically update forms and alter the types of questions being asked based on data being entered by the user to be able to provide the most appropriate strategic direction options possible. Furthermore, the system needs to be able to offer targets to make the process of tracking the plan easier to follow.



Actions:

Development of a desktop application with the following functionality:

- Data storage
- Smart report generation
- User friendly interface
- Thorough data collection based on existing paper based and interview system
- Generation of strategic plan and targets to track progress
- Generation of projections based on strategic plan and business data

Outcomes:

The strategic planning system combines a series of meticulous forms allowing the user to enter very specific information about their business, industry and competitors.

The Strategic Planning System:

- Summarises the key internal factors of the business
- Looks at the key industry environment
- Identifies the high potential strategies and groups these by:
- Evaluates the strategic options
- Generates the following reports:
 - Strategic selections - Lists the strategies that have been identified as the most compelling for your business
 - Key performance measures - Describes the identified performance indicators that will be tracked to monitor the progress of each strategy
 - Strategy program communication - Provides a summary overview of the selected strategies identified for the business.
- Generates a strategic plan

Technology Used:

The Strategic Planning System was created using Adobe AIR and SQLite.

Adobe AIR:

The Adobe AIR runtime lets developers use proven web technologies to build rich Internet applications that run outside the browser on multiple operating systems.

SQLite:

SQLite is a software library that implements a self-contained, serverless, zero-configuration, transactional SQL database engine. SQLite is the most widely deployed SQL database engine in the world.

Extension and Application:

The Strategic Planning System could be used in any planning situation where detail is paramount such as a business plan. The system also has application for inspection and assessment purposes and could be modified to exist in an online environment allowing greater access, portability and scope of use.

Screenshots:

