

Good afternoon. Before I start my talk, I'd just like to thank Barton Business Forum for inviting me to speak this evening. The title of my talk is The Importance of Strategic Planning. I'm going to begin by looking at the importance of developing an effective strategy in business. I'm then going to go on to look at examples from different companies. If you have any questions, I'll be happy to answer them at the end. So, let's get started. Developing an effective strategy is a key part of the planning process for all business organizations, and this is regardless of their size and area of business. The first step is analysis. Analyzing your strengths and weaknesses and where the business stands in relation to its markets and competitors enables you to identify potential opportunities for growth as well as potential threats. This process makes it possible for your organization to set itself a number of strategic objectives. This brings me to my next point about the need to have clear objectives in order to plan resources. So, what we need to do here ...