



XYZ REPUBLIC
The Game Is On!



STRATEGY DEVELOPMENT & IMPLEMENTATION

ABOUT XYZ REPUBLIC

We're A Republic Of Rebels That mission is to Revolutionise Business Education And Lead You To Mastery!

At XYZ Republic, we do not pride ourselves on being the largest, oldest, nor best provider of academic excellence; we pride ourselves on our authentic concepts, tailored business programs that work, and practical methodologies that get you right into the business game.

The Experience We Offer

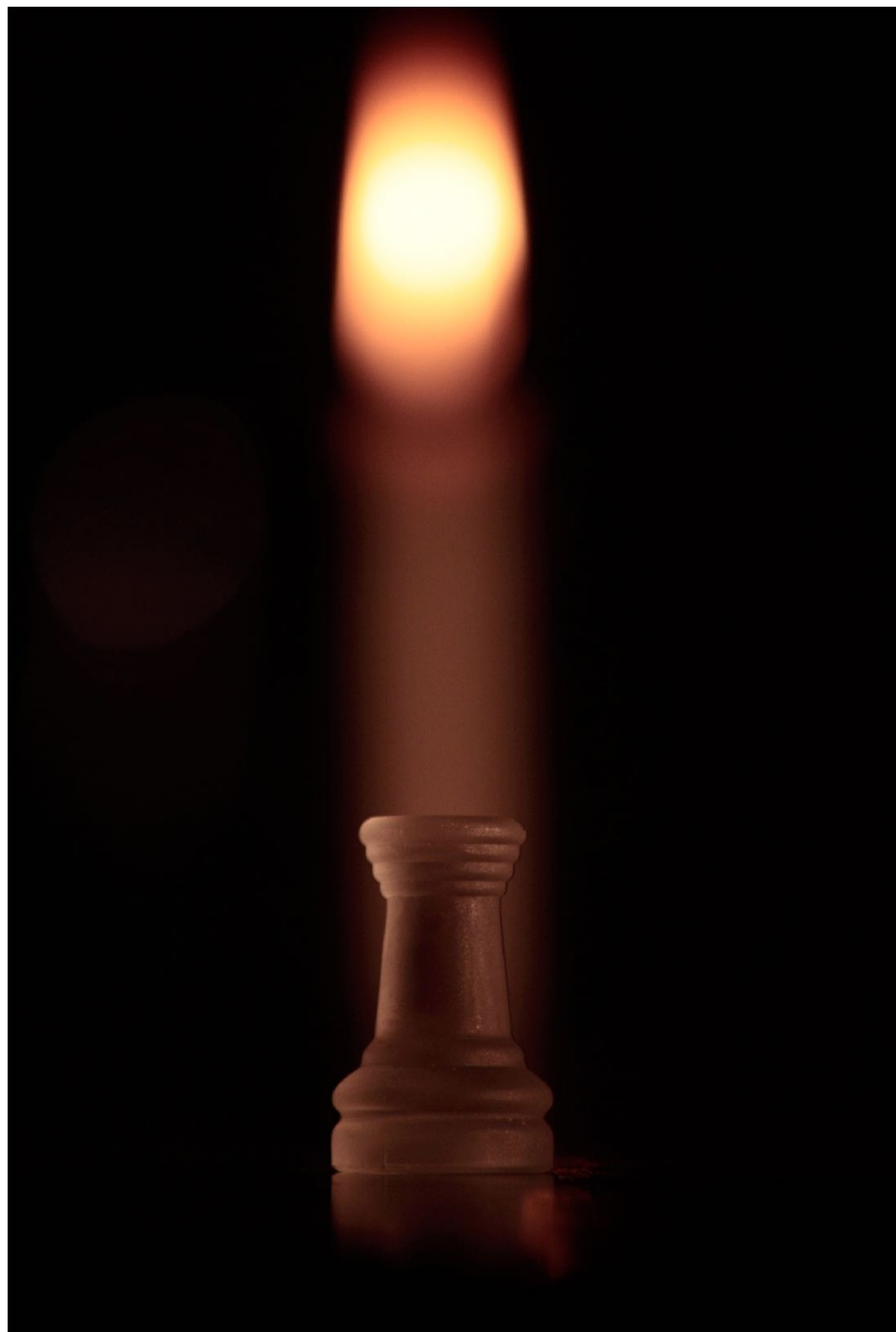
Cases and Projects are at the heart of every XYZ program. Tutors are experts in their fields practically and are not academic professors. Our aim is to let you think & do .. not to memorise theories. This's why we expose you to different business environments so you get a grasp of how the work is done in real-life situations.

We make sure you get to meet with like-minded people to create an exciting environment where every member is quite beneficial to one another. And to make it even more exciting, your final project is a real case that's presented to the board of directors of the company you apply at. That will give you confidence and train you to make decisions.

OUR PHYLOSOPHY

It's About You Doing!

- We respect every citizen of our republic, and we serve them with care and love.
- We designed comprehensive programs which guarantee you mastery of the practical aspects.
- To help forge the ultimate businessman; we work on your mind, vision, and character as they are all linked.
- We are not a commercial institution to sell certificates. You earn it by hard work, sweat and tears.
- We chose business because it is never a job, and it can't be. Business is a unique way of thinking and it's fun.
- And last but not least, our programs move to you. You don't need to come all the way to our premises.





WELCOME TO XYZ REPUBLIC .. YOUR REPUBLIC!

We would love to thank you for giving us the opportunity to help you leverage your business & marketing understanding and practice by choosing our program “Strategy Development and Implementation”. We promise it’s gonna be a great journey together.

THE PROGRAM

This highly practical program alternates between theory and practice by working on real life plans.

This program is created to give you the tools and frameworks you need to develop and execute a successful strategy. You learn how to analyse the business environment, set smart business objectives, make the right decisions, and use the strategy tools to the maximum.

You'll also learn how to evaluate your own strategy, as well as how to locate sources of potential competitive advantage from a perspective that encompasses the internal, external, and dynamic fit of your strategy.



INTRO

By the end of this program, you'll be able to assess and redesign your current strategy and develop plans for effective implementation to give your firm a competitive advantage.



OBJECTIVES.

1. Evaluate your strategic environment in the present and the future.
2. Create objectives and goals to guide strategy implementation.
3. Map core and supporting activities of your firm and how they interact with each other.
4. Identify, evaluate, and develop strategies.
5. Anticipate competitive dynamics.
6. Detect and mitigate risks to implementation.

PROGRAM MODULES

● H = Hour
● C = Class

1

STRATEGY CRITICAL THINKING

- Core Analysis
- Business Objectives
- Strategy Formulation
- Sustainable Competitive Strategy

4H/1C

2

INTERNAL ELEMENTS

- Resources & Capabilities
- Firm Performance
- Financial Hurdles
- Competitive Advantage
- Case Studies

4H/1C

3

EXTERNAL ELEMENTS

- Dynamic Analysis
- Analytical tools
- Competitive Life Cycle
- Assessing Current Position

4H/1C

4

GROWTH STRATEGIES

- Generic Strategies
- Pre-entry Strategies
- Growth Strategies
- Different Scenarios

8H/2C

5

STRATEGY IMPLEMENTATION

- Common Mistakes
- Identifying Barriers
- Strategic Decisions
- Strategy Evaluation

4H/1C

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HANGOUTS

WE GO ANALYSE
DIFFERENT INDUSTRIES
AND MEET INTERESTING
MARKETERS.

12H/3C

FINAL PROJECT

There'll be a final project that you're going to spend two weeks on. Project will be presented directly to the board of the company you are applying at. The project represents %30 of the program overall score.



FEES & DURATION

All Material/Presentations included

PROGRAM FEES

8,000 L.E

%10 off to XYZ' citizenship holders.

DURATION & MATERIAL

- 36 hours/Course
- 5 Modules
- Case Studies
- Practical Methods Presentations (Soft Copy)
- The Group is 6 to 10 people Max.

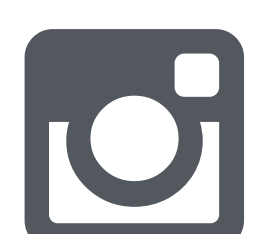


YOUR MOVE

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