

# SWOT and Strategy Program

Many businesses have an annual business plan, budget or strategy. Having a plan is a great start to a successful year, however, what is the plan based on? Is it a cut and paste of previous years? Does it really address the fundamentals of your business and where you want it to go? Do you need to take a step back and think about what your business is *really* about? We at Nenke Consulting help many businesses with their annual plans, but the most successful plans start with answering these key questions:

- *Why does your business exist and why should anyone care?*
- *What exactly is your business good at?*
- *Who specifically does your business serve?*
- *Why are you better than your competitors?*
- *What is the culture of your business?*
- *Where do you really want your business to be?*

We're here to help. Our **SWOT and Strategy Program** will get you on your way to a better organised and more effective business plan. Looking at your **strengths, weaknesses, opportunities and threats** is a powerful tool for setting up your business for success. However, when combined with our deep dive into the fundamentals of your business, it will guarantee that you have a fit-for-purpose and realistic growth plan for the year and beyond.

Completed over **one month**, our SWOT and Strategy Program is run over 4 workshops of 2-3 hours duration and will cover the following:

- 1. Business Purpose Session**  
What are the fundamentals of your business? Why does it exist? Who does it serve?
- 2. SWOT Session**  
A deep dive into the strengths, weaknesses, opportunities and threats for your business.
- 3. Strategy and Planning Session**  
Based on your business purpose and SWOT, what is the best way forward for your business? How should you continue to grow?
- 4. Prioritisation Plan**  
Your plan will involve a number of projects and activities for the next period. Which ones should you do now? Which ones can wait? What can you realistically achieve?

Combined, these intensive workshops will give you an effective and realistic business plan to set you on your way for success.

CRAIG NENKE  
Principal Consultant

M: + 61 (0) 438 524 506 E: [craig@nenkeconsulting.com](mailto:craig@nenkeconsulting.com) W: [www.nenkeconsulting.com](http://www.nenkeconsulting.com)  
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***All of this for an introductory rate of \$2500. (+GST)***

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Give Craig a call today on **0438524506** to lock in a time to discuss the SWOT and Strategy Program or fill in the form below.

## **SWOT and Strategy Program Application Form**

Given Name:..... Surname:..... Date of Birth: \_\_\_/\_\_\_/\_\_\_

Business Name: .....

Email: .....

Bus Phone: (\_\_\_) \_\_\_\_\_ Mobile: \_\_\_\_\_

Street Address: .....

Suburb: ..... Postcode: .....

Please describe the products and /or services offered by your business.

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.....  
.....

Please list the 2 most important benefits you would like to gain from the SWOT and Strategy Program:

.....  
.....

### **Check Your Preferred Payment Option**

**Full Payment @ \$2,500** plus GST. Please invoice me for the full amount.

or

**Deposit of \$1,500 and 1 monthly payment of \$1000** for a total of \$2,500 plus GST. Please invoice me for the initial deposit and one monthly payment as above.

**NENKE CONSULTING**

**M:** + 61 (0) 438 524 506 **E:** craig@nenkeconsulting.com **W:** www.nenkeconsulting.com  
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