

# STRATEGIS BUSINESS ANALYSIS

**Onsite** — 2 days

The rising tide of information has left many business executives disoriented and unable to act proactively. For example, the issue of rescheduling foreign debt has not yet resolved, there has been an issue that Asia will experience a second financial crisis. Just as the investment in the expansion of production facilities was approved, the market suddenly showed symptoms of sluggishness. While actively selling efforts are carried out, there are new competitors who enter with better product quality and cheaper prices to deal with chaotic situations like this, business executives need to equip themselves with strategic business analysis skills. What is meant is the ability to analyze various factors that lead to understanding, translating, and characterizing strategic issues that determine the survival of the company. Only when business executives know about strategic issues will they have a greater chance of succeeding in the competitive arena, during an increasingly violent information storm.

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## Learning Objectives

Through the Business Strategic Analysis program, business executives will be equipped with:

- Knowledge to identify events, trends and forces that could radically change the future of business
- Skills in using open corporate environmental analysis models to suit the characteristics of each company
- Knowledge to manage business strategic analysis so that the resulting strategic issues can further move Strategy Formulation and Implementation Activities

## Learning Scope

### Day 1

- Introduction to Strategic Business Analysis
- General Environment and Scenario Analysis
- Industrial Analysis
- Core Competitiveness Analysis
- SWOT Analysis
- Internal Analysis

### Day 2

- Business Model Analysis
- Business Portofolio Analysis
- Customer Pain & Gain Analysis
- Case Study

## Learning Methods

- Lecturing
- Group Discussions
- Interactive Workshops

## Participants

Company leaders, senior managers or entrepreneurs.

## Consultant



RUBY HERMANTO

Ruby has core expertise in Brand Management and Marketing Communication. He has experience in overseeing companywide strategy and execution of marketing communication, as well as Managing Research, Product Development, Budget Control and Business Planning. His current focus is Banking, Fast Moving Consumer Goods, and Telecommunication.



GERHARD SITANGGANG

Gerhard is an expert in performance management and value innovation. Gerhard has conducted corporate training, project coaching and consultancies for business and strategic in the industry of automotive, healthcare, and resource-based industry. He has abundant experience in facilitating strategic planning, organizational behavior, culture development, and business models.



ALFRED ALBERT T.

Alfred has expertise in branding and strategic marketing. Alfred has exposure to several market-leading companies in the industry of Healthcare, Fast Moving Consumer Goods, and Media. His marketing expertise covers developing Strategic Planning, building Brand Equity, developing integrated Marketing programs, executing Marketing Research as well as developing people & organizations.

*\*Subject to availability*

### Tuesday - Wednesday

08:30 - 16:00 WIB

11 - 12 February 2025

22 - 23 July 2025

14 - 15 October 2025

2 - 3 December 2025

Investment

**IDR 7.600.000,-**

*Subject to 11% VAT.*

### Early Bird:

- Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement
- For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)