

Corporate strategy and business planning

An effective strategy has to take into account the specific characteristics of the external market environment as well as the client's own internal capabilities.

It also has to be robust and achievable, not just 'blue sky thinking'.

For these reasons, we combine hard research, financial and analytical skills with an in-depth knowledge of the Middle East. We understand the particular challenges the region presents and we use a variety of primary and secondary research techniques to ensure strategies are not based on guesswork.

Clients come to us for corporate strategy and business planning support when they are considering:

- Clarifying, formalising or changing strategic direction
- Diversifying into new products, services or customer segments
- Addressing unsatisfactory growth or profitability
- Professionalising business planning processes
- Raising finance for a new venture

In our view, many organisations in the region outline an intangible or aspirational strategy, and don't align resources, personnel or investments in order to make their strategies a reality.

We therefore work hard to ensure that our recommendations are practical and implementable. We can develop implementation plans to turn strategy into action and can introduce PwC's project management capabilities if transformational change is required.

