A leading B2B e-commerce player wanted to develop and implement the strategic planning process for various business units of the organization.

Tata Strategic prepared a structured approach to develop strategic planning process which began with the assessment of existing processes and identifying gaps and challenges. Following this, Tata Strategic defined frameworks, templates and tools for preparing the strategy at corporate and business unit levels. Tata Strategic has worked closely with the client’s teams in collection of data by providing guidance and conducting reviews. Information thus collected was analysed through frameworks and tools defined and strategic imperatives for each business unit were identified. Opportunities were prioritized based on attractiveness and client’s capability reach. Critical Success Factors for the e-commerce business units were mapped for capability assessment and build-up.

Creation of strategy was followed with preparation of scorecards at corporate, business unit and individual levels, facilitated by monthly performance reviews. Future action plans were prepared based on roles and responsibilities defined and KPIs identified.

The top management has accepted the recommendations and has been following the recommended strategy planning process after four years.