

There are three parts to any business that will either make it successful or make it fail. These are strategy, method and implementation. If any one of these is under performing, the business will not achieve it's potential and may even fail. It is essential to maintain these throughout the life of the business. Even one person companies can benefit from this approach.

## Strategy

The strategy or business plan is a clear definition of the intentions of the business.

- The strategy encompasses the shareholders expectations of the business.
- Who its customers and competitors are.
- How it adds value for it's customers.
- How quickly the company should grow.
- The exit plan is there for shareholders.

These are just a few of the question answered in the strategy. A clear strategy enables directors to make decisions, based on the long term interests of the company, providing a focus for leadership to move the company forward.

There are many changes that happen during a companies lifetime which will change the strategy. These may be internal such as gaining or losing skills, or external new regulations or competitors.

Strategies are often presented as business plans, and only updated when a company tries to raise funds. When used as a tool, a business plan can help a director to meet challenges or exploit opportunities more efficiently.

## Implementation

To implement your business you will need suitably skilled staff, good communications, the correct tools and a suitable location to complete the work.

Good communications can be managed and improved with or without technology, a communications plan helps create the right level of interaction.

Suitably skilled staff can be achieved by recruiting, training or outsourcing. All companies outsource to a certain degree. When did you last milk a cow for the staff tea room? But more seriously, the needs of the business may not justify a full time specialist on the staff. Managing this outsourcing can improve your companies growth. We can also arrange discrete recruitment of skilled staff at a very reasonable rate.

Managed procurement can enable you to meet your goals efficiently and effectively.

## Method

To be able to repeat or improve on the implementation. By formalising the sales, marketing, implementation and quality control methods huge savings can be achieved, it will be possible to measure how well you are achieving your goals set in your the strategy, and make informed decisions if changes need to be made. This also works for very small companies as it enables the employee/director to step back from the work, and assess if there is a better way.

## Summary

A solid business plan, documented method and good implementation practices can ensure that your business succeeds where others fail. These three pillars of business can be used in any size of company, from one person to many thousands. Virnik evolution is ready to help where ever it is needed, supplying IT, strategy, tools and support to help your company evolve.