

**Objective:** To present in a synthetic and pragmatic manner, the concepts and means of the strategic approach for the outline of a minimum plan of the strategic directions and alternatives for SMSE development with risks reduction to the minimum possible

**Key Competences:** Good organizer, synthesis and analyze capacity

**Indicative Needs / Tasks:** University graduates

**Target Group:** Administrators or managers of private companies or public institutions; persons who are about to resort to professional reconversion or are interested in acquiring new abilities

**Outcomes:** The understanding of the analysis procedures, methods and techniques; the identification and selection of the internal and external sources of information; the elaboration of a plan

**Indicative Content:**

Part I – The strategic approach for business development

1. Aims, definitions, typology
2. Markets management, strategy and defining
3. Case study – Strategic approach with actual stages, directions and alternatives

Part II – The draft of a strategic plan

1. Model description, drawing up
2. The strategic management and decision
3. The strategy of market creation and domination
4. Methodological guide for building a performing enterprise
5. Case study and application for an actual firm within a certain sector with specific fields, processes and products

**Duration:** 12 hours (2 days of 4 hours each)

**Language:** Romanian

**Keywords:** strategic management, methodology, business development

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