

STRATEGY IN ACTION

John Stretch



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Organisations succeed or fail as a result of the choices they make. This book provides a practical approach to developing and implementing business strategy. It is aimed at managers working in large and small organisations in this country and internationally.

The principles in the book are illustrated by many stories, case studies and anecdotes. Mostly, these have been drawn from South Africa's recent economic history, particularly the 20 odd years since 1990. There are half a dozen international examples.

Good business strategy results from creative thinking. This book is designed to help managers identify, understand and respond to long term changes in their environment and their industry, and to implement their strategy in the South African context.



John Stretch runs a consultancy in strategic management. His client base includes some of South Africa's largest companies in petrochemicals, logistics, retailing, financial services and manufacturing. He has also worked with public sector bodies including SARS, ESCOM, UNISA and the Reserve Bank of Botswana.

He is a Chartered Accountant with a Masters degree (MCom) in financial management.

John is a Program Director at Wits Business School, and a visiting lecturer at other local and international business schools.

He has taught at the Institute for International Research in London, and in the Middle East. He has lectured for many years on the CPE programmes of the Institute of Chartered Accountants in South Africa. He is the author of three other books "How business strategy works in practice", "Make your budget work" and "Managing with rolling forecasts."

CONTENTS

CHAPTER 1: THE CONCEPT OF STRATEGY 1

Strategy and choice	<i>The strange story of OK Bazaars</i>	1
Products and markets	<i>The raincoat with a check</i>	4
A better recipe	<i>Spur Steak Ranches</i>	8
Corporate strategy, values, and governance	<i>Nedbank in the 1990's</i>	12

CHAPTER 2: EXTERNAL ANALYSIS 18

Markets, industries and competitors	<i>The grocery industry in South Africa</i>	18
Politics, economics, technology, and social change	<i>The Port that fought back</i>	22

CHAPTER 3: INTERNAL ANALYSIS 22

Strengths, weaknesses and critical success factors	<i>The "McDonalds" of the haircut business</i>	25
Intellectual capital	<i>Starbucks</i>	29
Lazy assets	<i>Sanlam and ABSA</i>	31
Organisational culture	<i>Scott of the Antarctic</i>	32
Culture and entrepreneurship	<i>Shaka Zulu</i>	35
Financial results	<i>John Deere</i>	37

CHAPTER 4: MISSION AND OBJECTIVES 39

Mission statements	<i>A computer on every desk</i>	39
Setting objectives	<i>Brian Joffe and Bidvest</i>	41

CHAPTER 5: CORPORATE STRATEGY 45

The portfolio decision	<i>Irvin & Johnson Limited</i>	46
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CHAPTER 6: BUSINESS UNIT STRATEGY 54

Product/market growth alternatives	<i>Service station convenience shops in South Africa</i>	55
Turnarounds	<i>Nedbank's turnaround</i>	61

CHAPTER 7: FROM IDEAS TO ACTION 67

Generating commitment from middle managers	<i>A legacy structure</i>	68
---------------------------------------------------	---------------------------	----

CHAPTER 8: WORLD CLASS CONTROL SYSTEMS 77

The case for rolling forecasts	<i>Microsoft's planning and forecasting system</i>	77
The balanced scorecard	<i>Jordan Shoes</i>	89
