

Strategic Plan Development for Consulting Company.

**Siberian Professional Pedagogic College
Business Center**

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Summary of Assignments:

During a 3 week period of time the EBS-SFE volunteer-expert is asked to complete 3 assignments:

Assisting VIP Audit in developing strategic plan and sharing methods of developing alternative strategies and their assessment.

The second piggy-backs will be 7-days assignment for the social organization outside Omsk. In terms of location of the client, Volunteer consultant will be kindly requested to move to the rural area and stay there during 7 days.

The third assignment will be 2-days assignment for the food-processing enterprise. The issues are fund-raising issues. sites planning and marketing.

Assignment Description

VIP Audit is consulting company with high potential to grow. Operating and management functions are effective enough; the employees are always able to find solution to current internal, business related problems. However, the company's managers lack skills to develop the strategy, which is needed to provide the company's growth.

They would like to invite volunteer consultant to assist in developing strategic plan for the company to share methods of developing alternative strategies and their assessment.

VIP Audit
Oleg Soloviov
Igor Shumga
Omsk, 644010, 8 Marta, 8
7-38-12-31-80-05
7-38-12-31-04-82
vipaudit@mail.ru

Brief Background and History of the Organization

The company was established in 1998 to provide consulting services to small and medium-sized enterprises. Over the whole life span of the company the number of employees grew from four to sixteen people. The company employs highly-qualified accountants, auditors, lawyers and consultants on business planning, and grant applications development. One staff member is psychologist. All employees have more than 5 years previous experience in banks, private and state-owned enterprises. Director and deputy director have 7 years total experience in consulting. Among the company's clients there are large monopolist enterprises such as the plant of technical carbon and coal suppliers. The most successful company's project is business plan developed for the fish processing enterprise. It resulted in signing a contract with the enterprise and hiring 15 new employees.

Primary Products and Services

- Consulting on business accounting- establishing business accounting, automation of accounting system.
 - Consulting on managerial accounting.
 - Auditing services.
 - Consulting on legal issues.

- Consulting on business planning.

Description of Target Clients and Customers:

Target clients for the company are small, medium-sized and large enterprises.

Organizational Plans and Goals

Immediate

- To expand auditing services provided by the company and to hire 2 auditors.
- To expand accounting services and to increase the number of accountants.
 - To increase the number of clients.

Long-term

- To become a market leader in Siberian region.
 - To increase market share.

Problem Statement

Having analyzed the current company's situation, it was concluded that the company has come through the period of introduction. The staff has obtained experience and skills for solving internal business related problems. However, facing highly competitive environment and frequent changes in economy today, it is important to develop strategic approach to business besides the existing business operating skills. Lack of strategic approach and skills that the company's managers should have may constraints the company's entering the next stages of business development.

EBS Volunteer consultant is invited to assist in developing strategic plan for the company. to share methods of developing alternative strategies and their assessment.

Objectives of the Assignment

- To develop strategic plan for the company.
- To gain knowledge and practical skills in strategic business planning.
- To be able to analyze business environment, to develop alternative strategies and to assess them.

Expected Outcomes

- It is expected that strategic plan developed under the consultant's guidance will provide the company's growth.
- Knowledge and practical skills in strategic business planning will be used for developing alternative strategies and their assessment in future.

Volunteer-Expert Tasks and Responsibilities

- Organize training materials.
- Study and to be aware of the activities of VIP Audit, as provided in this assignment overview.
- Ask questions and e-mail them directly to gain clarification.

In-Country Activities and Tasks

- To assist in developing strategic plan for the company.
- To share methods of developing alternative strategies and their assessment.

Deliverables

- Outlines of strategic business plan.

- Volunteer-expert is expected to leave recommendations of methods to develop alternative strategies and to assess them.
- Prior to leaving Russia we ask that the official EBS-SFE End-of-Assignment Report be completed and given the sponsoring EBS-SFE Partner you are working with. The report should include recommendations to the client, vital numbers of people you consulted/trained that are needed for USAID, and your professional opinion on when the 1st Impact Profile should be performed.

Beneficiaries

Direct beneficiaries: female 5
Direct beneficiaries: male 5
Indirect beneficiaries: female 4
Indirect beneficiaries: male 2