

# CORPORATE STRATEGIC PLANNING AND STRATEGIC PURCHASING MANAGEMENT

**Dishnow & Associates**

PO Box 582  
Iron Mountain, MI 49801-1215  
Phone: 906.250.2336  
Email: [jdishnow@up.net](mailto:jdishnow@up.net)

## Mike Smith

The ability of companies to assess their strengths and weaknesses in light of the ever-changing competitive environment and to then develop effective strategies to improve effectiveness is the key to future success. An effective Strategic Planning process provides the road map for where you are going and how you are going to get there.

We believe that this process must result in a set of strategies and tactics that are understood and embraced by the entire organization. Implementation is the key to the process – no matter how good the plan, if it is not effectively implemented it's probably a waste of time.

### Topics include:

- Internal and external situational analysis
- Identification of key opportunities and threats and matching them with your strengths and weaknesses
- Development of future objectives
- Development of corporate strategies to guide resource allocations
- Development of functional strategies to guide daily activities

We have found that one area that often presents significant opportunities for business improvement is the Purchasing Function. Many hours and dollars have been spent on developing strategic marketing and lean manufacturing programs, but all too often purchasing continues to be looked at as a largely clerical function. With purchasing often representing 60-75% of your total costs, small improvements can translate into large profit gains. Supply Chain Management, Electronic Commerce (EDI), Strategic Cost Management, Supplier Performance are some of the concepts that can be utilized to realize these gains.

Mike Smith, the team facilitator, has 34 years experience as a business owner and manager, educator, and consultant. Theories are of little value unless they can be put into actionable strategies and tactics. Real world experience and the ability to communicate are the keys to effectively doing this.