
Strategic Planning

It is a common feature for owners of a business to feel their personal battery beginning to run flat. The initial goals have been achieved and the question "where to from here?" arises.

Strategic Planning is a formalised process that helps business owners and managers assess and understand the big picture.

- Where are we now?
- Where do we want to be (i.e. our ends, outcomes, purpose, and vision)?
- How do we get there?
- How do we know when we've got there?

The majority of New Zealand business owners go into business with the intention of being financially independent and to have more freedom to do the things they want to do. Many end up with the exact opposite.

Strategic planning is the first essential step in ensuring you and your business are moving in the right direction toward achieving your business and personal goals. Strategic planning sets the foundation for every activity that occurs in the business so those objectives are achieved.

We have the expertise to help clients through this process. Our strategic planning services can help you work out a clear sense of direction, and get your team on board too.

Our expertise in this area includes:

- Company performance analysis
- Financial analysis
- Succession planning

We are happy to provide a free, no obligation independent assessment of your personal and business taxation obligations.

For further details contact any of the partners or www.mcp.co.nz.

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