



Strategic planning and SMEs

"Everything is very difficult to be easy" (Thomas Fuller).

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Everyone assumes that planning is advantageous and that all large companies do it.

Deimel, Kraus and Reiche defined planning and strategic management "as the attempt to prepare to embrace the opportunities which the future depares and to respond to the complexity and dynamics of the environment".

However, in times of economic crisis the strategic planning is missed, which really would allows us, if not to predict the future, to be ready to meet it.

Strategic planning has evolved from the position of developing visions and strategic objectives, to tackle what would happen given current trends.

To do this, large companies have central departments that allow them to deal with this aspect of business. But what happens in small and medium-sized enterprises? Who plans in small and medium-sized enterprises?

Also in small and medium-sized enterprises there has been an important evolution in recent years. We have moved from some entrepreneurs that lacked advanced studies in management, very persona lists, to a more professionalized management.

Spanish SMEs generally do not use strategic planning. The reason or reasons given in different surveys are: lack of time; do me not need because I am small and therefore flexible; and it is a long and expensive process.

Further analysing, the lack of time is translated into lack of, and an excess of confidence in their own ability. Leaders believe that planning is less urgent than the day-to-day business.

Flexibility means that can specialize in niches that fall outside the scope of others.

The length in time of the process and cost translates into as well as lack of time: ignorance.

The conclusion is that you we must plan to succeed. Some studies conclude with a direct correlation between planning and the success of the company.

It is obvious that strategic planning in small and medium-sized enterprises is necessary and also that in some cases; they are not prepared to do so.

Bridgedworld consulting spirit is to accompany SMEs in this process, creating a series of easy-to-use planning instruments and especially designed for them. And, furthermore, for a "reasonable" period of time, called "learning curve", we accompany SMEs to obtain the expected returns and to cope with future developments, based on actual trends, with greater



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confidence and security.

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