

STRATEGIC PLAN FOR A COMPANY PROCESSING OF OLIVE

The current presentation has been made by Emilio José Ahumada while studying Business Administration at the "Twenty one Century Enterprise University".

The company in which the presentation is made is classified as a familiar "Little and medium company" and it has been in the market for more than ten years. It is located in the Northwest of the state of Córdoba, in Cruz del Eje City.

The main activity that the company does is the processing, packing and selling of canned olive. While the processing and the packing activity is done in Cruz del Eje City, the selling activity is made in some little dealers at Cordoba City.

In 1993 the company started the activities, as the time came through it reached high quantities of production. As a consequence of the little planning from the direction of the company, the amount of the production has been going down.

The company wasn't able to clarify objectives, make strategic decisions, or carry out coherent actions in order to have a healthy continuity which could let it grow as the time passed trough. Because of this a divestment took place, that was reflected in the quantity of olive processed by the company.

Since about four years ago the company started to create relationships with new customers. This happened as a consequence of the decision of the owner of concentrate in the olive business and some changes on the economics conditions, as the variation on the consumption tendency that helped the growing of some retailers as mini markets and stores in contrast with supermarkets and hypermarket. As a matter of fact dealers from where those little stores get supplied could see how the amount of it sells were higher and higher, and it suppliers sells too.

The conjunction all these factors and the interest of the person who generate this document about this kind of companies and the products that it commercialize, determinate the necessity of the development of an strategic plan to get the consolidation of the company, all of these generated with a directive perspective.

Because of all these reasons is that in these document the market conditions will try to be determinate and if the company is able to face it with the current structure. This is going to be done with an external analysis of the country situation, a sector analysis, and an internal analysis of the company conditions.

Then the TOWS will be used as a diagnosis tool, and with the internal and external analysis we have just talked about, the current company situation will be known and we will be able to determinate some strategic decisions.

Finally and always from a directive perspective the best strategic proposal for the company will take place. It will contain the presentation of the objectives, strategies and action plans that the company should take in order to get on a planning process that will help it to get a sustainable consolidation on the market.