

DEVELOPMENT OF A STRATEGIC BUSINESS PLAN INDAHREKA KONSULTANT PTE LTD

Indahreka Konsultant Pte Ltd has undertaken many projects with SSA Management Consultants Pte Ltd. One of the key projects that the company has undertaken is that of developing a strategic business plan. At present, this project is already completed and is in the implementation and follow-up phase. Since the completion of the project, the company had implemented the following recommendations:

- Using direct sales as a means getting more renovation projects
- Changing the location of the showroom to a more prominent location
- Focusing on the quality of the finished products of the projects
- Focusing on the monthly sales target to be achieved
- Implementing cash flow management

As a result of the recommendations, the company has shown improvement in the number of projects undertaken. This is commendable considering the current slack condition of the renovation industry. Due to the measures that are undertaken to improve cashflow management of projects, the working capital position of the company has greatly improved, allowing the company to take and financed more projects.

HUMAN RESOURCE DEVELOPMENT PROGRAMME

Another project that the company has done is the Human Resource Development Programme. This project outlines the role that human resource will play in achieving the strategic objectives of the company.

As a result of the project, the company has now the necessary human resources to become a highly effective and highly performing organisation. A more systematic and developmental approach is now used to gear its human resources towards the achievement of its organisational objectives

MANAGEMENT REPORTING SYSTEM AND CONTROL PROCEDURES

This project was embarked upon in early 1999 and was duly completed with marked improvements to the company's operations in terms of:

- the ability of the administrative staff to keep proper records of transactions including maintaining the right documentation and filing methodology and
- the ability of the management to extract vital information that directly affects the company's bottom-line, that aids them in making strategic decisions and plans to ensure its growth and survival.

A computerised accounting software was also installed to ensure the smooth flow of the accounting function. The main benefit gained from the streamlining of the financial procedures and systematic methods of record-keeping as a result of the MRS project is the preparation of the company facilities and resources towards greater growth in the future.

MARKET DEVELOPMENT PLAN

Indahreka is also currently undertaking a Market Development Plan with SSA Management Consultants. The project is currently in progress and issues such as marketing objectives, strategies and implementation will be addressed.

