

## Executive Summary

This Management Research Paper attempted to develop a three-year strategy formulated for ASTEC Power Philippines Inc. (APPI), a manufacturing facility of ASTEC Power. The strategy aims to increase the perceived value of APPI so that corporate management, external customers and sales representatives sees it as the best manufacturing facility in the ASTEC organization.

The strategy was developed by studying the direction APPI wishes to take, its Vision-Mission statement; the external factors that affect the ASTEC manufacturing facilities like China's formidable industrial infrastructure and worrisome rate of increase in wages; the competitive comparison of the facilities like APPI's excellent quality trend but poor inventory turns; and the internal strengths and weaknesses of APPI like the staff's technical expertise or their *pakikisama* attitude.

Eleven non-exclusive strategies were developed using business strategy formulation tools. Strategy prioritization, action plans and control plans are also suggested.

The development of Laguna as a best-in-class facility, the cultural change to a more professional and formal organization, and the focus on developing quality metrics as the main competitive advantage of APPI were shown as the top strategies that APPI can take.