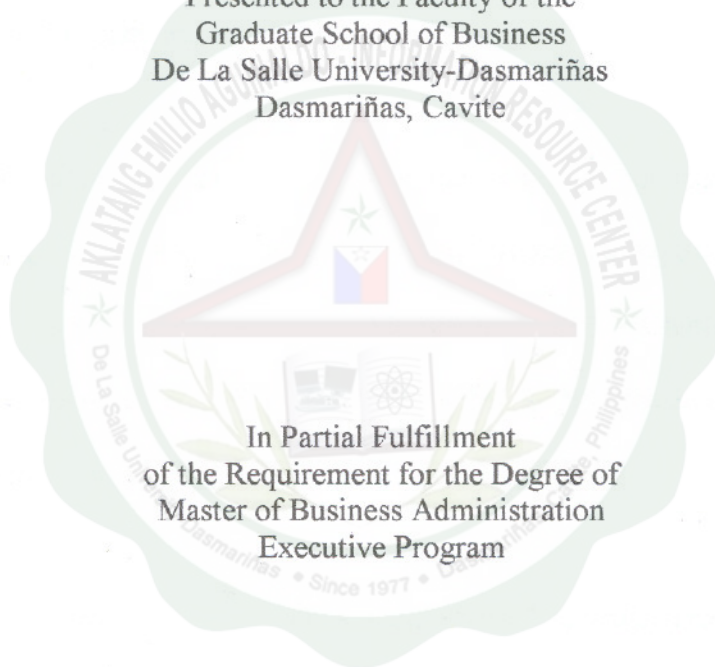




De La Salle University – Dasmariñas
GRADUATE PROGRAM

**PROPOSED STRATEGIC PLAN FOR
BiG GROUP (WELDCAT,PHILS)**

A Management Research Paper
Presented to the Faculty of the
Graduate School of Business
De La Salle University-Dasmariñas
Dasmariñas, Cavite



In Partial Fulfillment
of the Requirement for the Degree of
Master of Business Administration
Executive Program

PERLA B. SAN JUAN
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ABSTRACT

TITLE: Proposed Strategic Plan for BiG Group
(Weldcat,Phils.)

RESEARCHER: Perla B. San Juan

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This Strategic Plan was conceptualized to sustain the mission and vision of the company to be global in terms of contracting, and to incorporate human resource as one of its core competencies. Using the company's five-year development plan as guide, this Strategic Plan is a result of the objective assessment focusing on the newly established venture here in the Philippines to develop the major source of manpower on skilled and technical workers who could contribute to the major development of company operation. The objective assessment of the company's major strengths and weaknesses has taken place to evaluate how they would be able to respond to the challenges of upcoming opportunities and threats. Strategies and action plans are identified to serve as a guide for any other planning, decisions, and activities to enable **BiG** Group attain its objectives. This Strategic Plan outlines the proposed overall strategic direction



for **WELDCAT** Phils under the **BiG** Group over the next five years, 2007–2011. It is intended to serve as a general reference to guide the decisions and the activities within the global organization towards the achievement of its Vision, Mission, and Objectives.

This study utilized information from interviews with owner, employees and management of the company, as well as discussions with other key officers in China and Canada. Financial data was also provided by the company.

Other information was gathered from government agencies (NEDA, NSO, and DOLE and POEA), business books and publications, magazines and newspapers, the Internet, POEA Annual reports, and other official publications.

Evaluation tools used for this study includes: Porter's Five Forces Framework, Competitive Profile Matrix (CPM), External Factor Evaluation (EFE) Matrix, Internal Factor Evaluation (IFE) Matrix, Threats-Opportunities-Weakness-Strengths (TOWS) Matrix, Strategic Position and Action Evaluation (SPACE) Matrix, Grand Strategy Matrix (GSM), Internal-External Matrix (IEM), and Quantitative Strategic Planning Matrix (QSPM).

The results of the study became a vital guide to the development of the company as it focused primarily on the step by step process to be able to achieve company's goal.

The researcher concludes that using this paper as a guide will surely make the company successful in every step of development it may take. This is a clear path which the company and its staff could utilize in all their undertakings, in



dealing with tough problems and challenges they may encounter in the process of development.

Finally, the researcher recommends that this paper be used as a guide in the development process to make them a truly global company.

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