



De La Salle University - Dasmariñas
GRADUATE PROGRAM

**A Strategic Management Plan for
SCIENCE WONDER INCORPORATED**

A Management Research Paper
Presented to the Faculty of the College of Business and Accountancy
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City of Dasmariñas, Cavite

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Executive Master in Business Administration

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ABSTRACT

An abstract of Strategic Management Plan of VERONICA TAMAYO TIBURCIO for SCIENCE WONDER INC. Masters in Business Administration, De La Salle University – Dasmariñas, Cavite and presented in February 2013.

This study is a conceptualization of a strategic management plan for Science Wonder Inc. to achieve its goals and objectives for five years, in the midst of stiff competition in the agriculture industry, particularly in crop protection industry. Science Wonder Inc. must continue to be profitable and to be the top two revenue generating company in the distributor channel in the country.

To have a comprehensive analysis, following Fred David's Strategic Management, this paper started to analyze external and internal factors. Based on this analysis, Science Wonder Inc. must focus more in developing strategies on market penetration, product and market development.