

EXECUTIVE SUMMARY

M.A. Technology is Japanese Company in the Philippines which aims to provide job to Filipinos. The main goals of the company for FY 2014 are to (1) Achieve 6% gross income rate for FY 2014-2015, (2) 100% on time delivery based on customers requirements, (3) zero occurrences of legal complaints from regulatory body and stakeholders, (4) meet the customers set quality target, (5) reduce the power consumption by 20% as compared to FY 2013 ~ 2014, (6) reduce water consumption by 10% as compared to FY 2013~2014, and (7) zero lost time for incident occurrence.

The key performance indicators are measuring tools to determine whether the company is on tract in the implementation of strategies that were formulated. Once deviation arises, management must take into consideration to implement alternative corrective actions. M.A. Technology is doing the measures but not in all aspects and departments.

This study focuses on the basic strategic management process which are the strategy formulation, strategy implementation, and strategy evaluation. The researcher had developed a new vision and mission statement based on the nine characteristic of Mission Statement by Fred David. An external and internal assessment of the company was also performed by the researcher. This has resulted

to an average internal position having an IFE score of 2.19 and a medium response to external factors as evidenced by 2.65 EFE rating.

A Proposed long term objectives were provided which were aligned with the Vision and Mission of the Company. Each objective is based on the SMART criteria Such as Specific, Measurable, Attainable, Realistic and Time bounded. Through the Strategy-Formulation Analytical framework, the researcher was able to identify, evaluate and select the appropriate strategies for M.A. Technology. External Factor Evaluation (EFE) Matrix, Competitive Profile Matrix (CPM), and Internal Factor Evaluation (IFE) Matrix were analyzed in the input stage of the framework. While on the matching stage, Strength-Weaknesses-Opportunities-Threats (SWOT) Matrix, Strategic Position and Action Evaluation (SPACE) Matrix, Internal-External (IE) Matrix and Grand Strategy Matrix were performed. Lastly, Quantitative Strategic Planning Matrix was provided for the decision stage of the Strategy-Formulation Analytical framework. A recommended new organizational structure was also provided. The researcher also provided the Financial Projection based on the evaluation and formulation of the strategies.

The Action Plans and Experimental Programs were provided in order for the achievement of the identified long term and strategic objectives of MA Technology Company. The initiatives and action plan were aligned with the recommended business strategies derived from the different tools used in the preceding chapters.