



ERSG/Prod/Serv/FS/021/09

**SUBJECT:
STRATEGIC PLANNING**

**OUR SP SERVICES COVER
THE FOLLOWING AREAS:**
Feasibility Analysis
Market Profiling
Business Case Development
Authority & Legal frame-
works
Master Planning & Program-
ming of all project re-
quirements.



STRATEGIC PLANNING

*Property Management Solutions
for Dynamic and Progressive
Industry*

Introduction

ERSG incorporates into our strategic approach a holistic organizational development point of view that includes financial modeling and viability analysis, the impact and influence to stakeholders, alignment of people, processes and systems, business sustainability and the regulatory and legal frameworks that the business must work within. A key differentiator of our business is ERSG's ability to align our clients property strategy with their business strategy.

Services

ERSG can provide a turn key strategic framework that includes however is not limited to:

- Feasibility analysis
- Market profiling
- Business case development
- Development and approval of strategic plan (CEO approval)
- Alignment of property strategy with the business strategy
- Develop action plan

OUR SERVICES COVER THE FOLLOWING METHODS

Methodology

The ERSG methodology consists of the following steps;

1. Preparation of the strategic brief to ensure the clients requirements and expectations are defined from the "get go"
2. Enter the property market to enable market profiling to assist in determining the viability & demand for the project
3. Complete a comprehensive feasibility study to support client decision making
4. Preparation of the client Business Case to enable Corporate or Funding sign off
5. Sourcing of funding and procurement options
6. Commercial transaction processes and closure

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SOFTWARE

The ERSG Team incorporates a combination of proprietary software developed by ERSG experts in conjunction with off the shelf software packages that enable clients to interface with the Strategic Development whilst in progress.