

# KARL KRONER KG

(hereinafter referred to as KKUB)

## STRATEGY EXCELLENCE

Shaping the future successfully and sustainably

KARL KRONER KG takes on consulting assignments for the development of strategies and the creation of strategic studies for the development of economic and / or social organizations.

An economic and / or social organization can be:

- a company
- an agglomeration or
- an economic region.

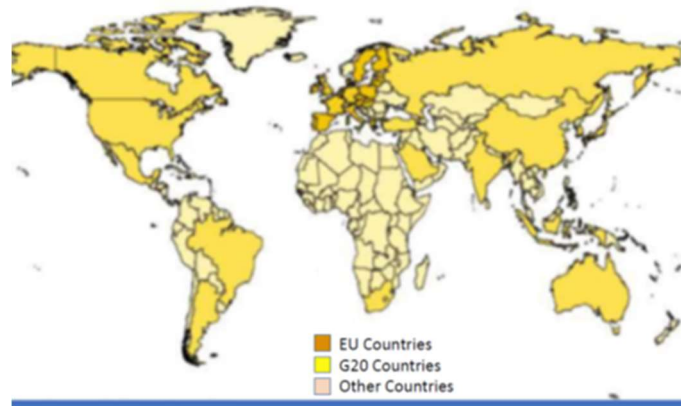
A strategy is a combination of measures for the development of an economic or social organization and its sub-areas in relation to their environment in order to achieve long-term goals.

The strategic studies contain the holistic analysis, description, explanation, prognosis and recommendations for action for significant issues relating to the development of the respective economic or social organization.

“Strategic” is understood to mean all those processes and events in which, as a result of the direct or indirect use of power, significant long-term decisions are made.

The object of the strategic studies is the analysis of the interaction between the desired long-term development of economic or social organization and the economic, technological, social, normative and political goals in various policy fields.

In the strategic studies of the KKUB, policy fields of the EU countries or the group of 20 (G20) can be taken into account, insofar as the respective economic or social organization is affected.



The Group of 20 (G20) includes 19 countries and the European Union (EU).

Countries of the (EU) are:

[Belgium](#), [Bulgaria](#), [Denmark](#), [Germany](#), [Estonia](#), [Finland](#), [France](#), [Greece](#), [Ireland](#), [Italy](#), [Croatia](#), [Latvia](#), [Lithuania](#), [Luxembourg](#), [Malta](#), [Netherlands](#), [Austria](#), [Poland](#), [Portugal](#), [Romania](#), [Sweden](#), [Slovakia](#), [Slovenia](#), [Spain](#), [Czech Republic](#), [Hungary](#), [Cyprus](#).

Countries of the (G20) are:

[Argentines](#), [Australians](#), [Brasil](#), [Canada](#), [China](#), [Germany](#), [France](#), [India](#), [Indonesia](#), [Italy](#), [Japan](#), [Mexico](#), [Russia](#), [Saudi Arabia](#), [South Africa](#), [South Korea](#), [Turkey](#), [United Kingdom](#), [USA](#) and the [EU](#).

Strategic studies are important in the context of a number of ongoing structural changes, such as the shift towards a more focused system for cross-border trade, the increasing cross-border provision of services and the increasing use of specialized subcontractors within business models.

## STRATEGY DEVELOPMENT

When markets start to move, so do companies.

Global macroeconomic and economic policy interrelationships and, above all, reliable data are essential for the development of strategies.

Strategy is the long-term implementable combination of measures by the company and relevant sub-areas towards their environment in order to achieve long-term goals.

The KKUB offers consulting services for the development of strategies on the basis of fee contracts in the following steps:

### *Delimitation of the organization*

- Determination of the organizational context
- Delimitation of the processes and sub-processes,
- The extent of environmental relationships
- Summary of the relevant factors of the environment,
- Determination of the legal and norms affected,

### *Competitor analysis*

According to Michael E. Porter, the competition analysis essentially comprises research with regard to:

- Existing competition
- New providers
- Customers
- Suppliers and
- Possible substitutes

The industry and competitor analysis essentially includes answers to the following questions:

- What is the position of the industry in relation to the economy as a whole (key figure analysis)?
- Which success factors are relevant for the success of the industry?
- On which premises could the strategies of the competitors be based and are the premises sustainable and realistic?
- What are the strengths and weaknesses of the company and the main suppliers and competitors?
- What strategies can the competitors pursue and with what success?

This information is mainly used to form opinions and develop the vision, mission, model and strategy.

## *Vision, Mission, Mission Statement*

Every company must be based on a vision, a mission as well as a Mission statement, on which it can orient its “principles” and develop a “common spirit” in order to build a sines community in which guidelines, structures and behavior are in harmony.

“I believe that in order to survive and achieve success, any organization must in many ways have firm principles on which to base its policies and actions. I also believe that the most important factor for success is the consistency with which she acts on these principles ”

(IBM; Tom Watson Jr.)

"The greatness of a leader can be recognized by his ability to achieve a common spirit in his employees, so that outsiders attribute character traits to the legal structure."

(Werner from Siemens)

## *Strategy development*

- Quantitative analysis and evaluation;  
Identification of the quantitative improvement potential.
- Qualitative analysis and evaluation;  
Identification of the qualitative improvement potential.
- Consolidation of development potential;  
Summary of the improvement potential.
- Strategy formulation and evaluation;  
Evaluation of the extent to which the norms are affected, the strengths and weaknesses as well as the risks.

## *Operationalization*

- Summary of risks and risk minimization measures,
- Planning of the individual measures to implement the strategy,
- Establishment of adequate management systems,
- Revitalization of the products and the organization.

## FURTHER QUESTIONS?

If you have any further questions, please call us or send us an email. We'll come back to you as soon as possible.

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