

## THE JOURNEY : THE QUALITY OF YOUR PLANNING WILL DETERMINE YOUR SUCCESS

### LESSONS LEARNT

LAND ACQUISITION

PARTNERSHIPS : OWNERSHIP, CONSULTANTS

SKILLS REQUIRED

MISTAKES COMMITTED

INVEST IN YOURSELF

FOCUS :

- CLEAR STRATEGY
- EXECUTION DISCIPLINE,
- DECISION-MAKING PROCESSES

FUNDING AND CHALLENGES : HAVE ENOUGH RESOURCES TO COMPLETE PHASE -1 OF YOUR JOURNEY

GOVERNMENT SUPPORT - TIMING (HAVE OWN RESOURCES)

BANKS - BUSINESS PLAN (A CONVINCING BUSINESS STORY AND YOUR OWN COMMITMENT)

ENTREPRENEURSHIP IS A JOURNEY AND REQUIRES LEADERSHIP (YOU ARE ULTIMATELY RESPONSIBLE FOR YOUR SUCCESS OR YOUR OUTCOMES : YOU CANNOT BLAME SOMEONE ELSE)

SUCCESS LEADS TO CONFIDENCE AND NSATISFACTION

## PREPARATION

- Read about entrepreneurship
- Why do you want to be an entrepreneur
- Learn from other entrepreneurs
- Learn from your business
- Learn from your mistakes & failures
- Never give up

## ENVIRONMENT CAPITALISM: CREATIVE DESTRUCTION

- What business are you in
- What business should you be in
- What business will you be in
- Always interrogate your strategy
- Spot developing markets trends
- Understand what the trends mean
- Ride the waves of change
- Address an important problem / need for a client (provide an elegant solution)
- Question your successes as much as you do your failures

### FOUNDER

How can you best ready yourself and your team for what lies ahead?

### MARKET

What customer core need or problem are you addressing

### EXECUTION

How will you execute with agility, openness and stamina

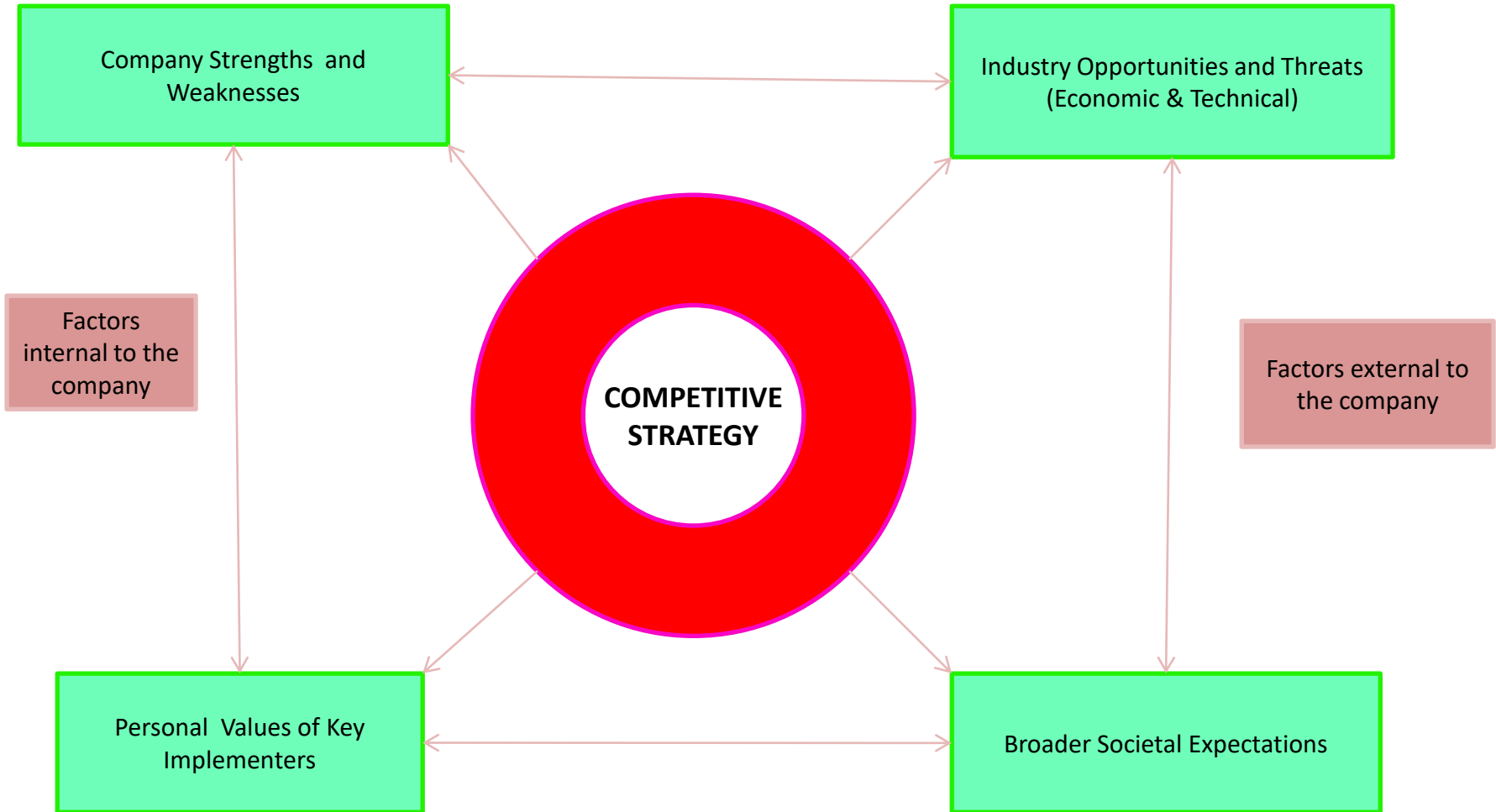
### THE MATH

What is your organising logic  
How will you make money

- Focus on key drivers of excellence
- Continuously improve your execution
- Stay focused (provide an elegant solution)
- Do not lose momentum

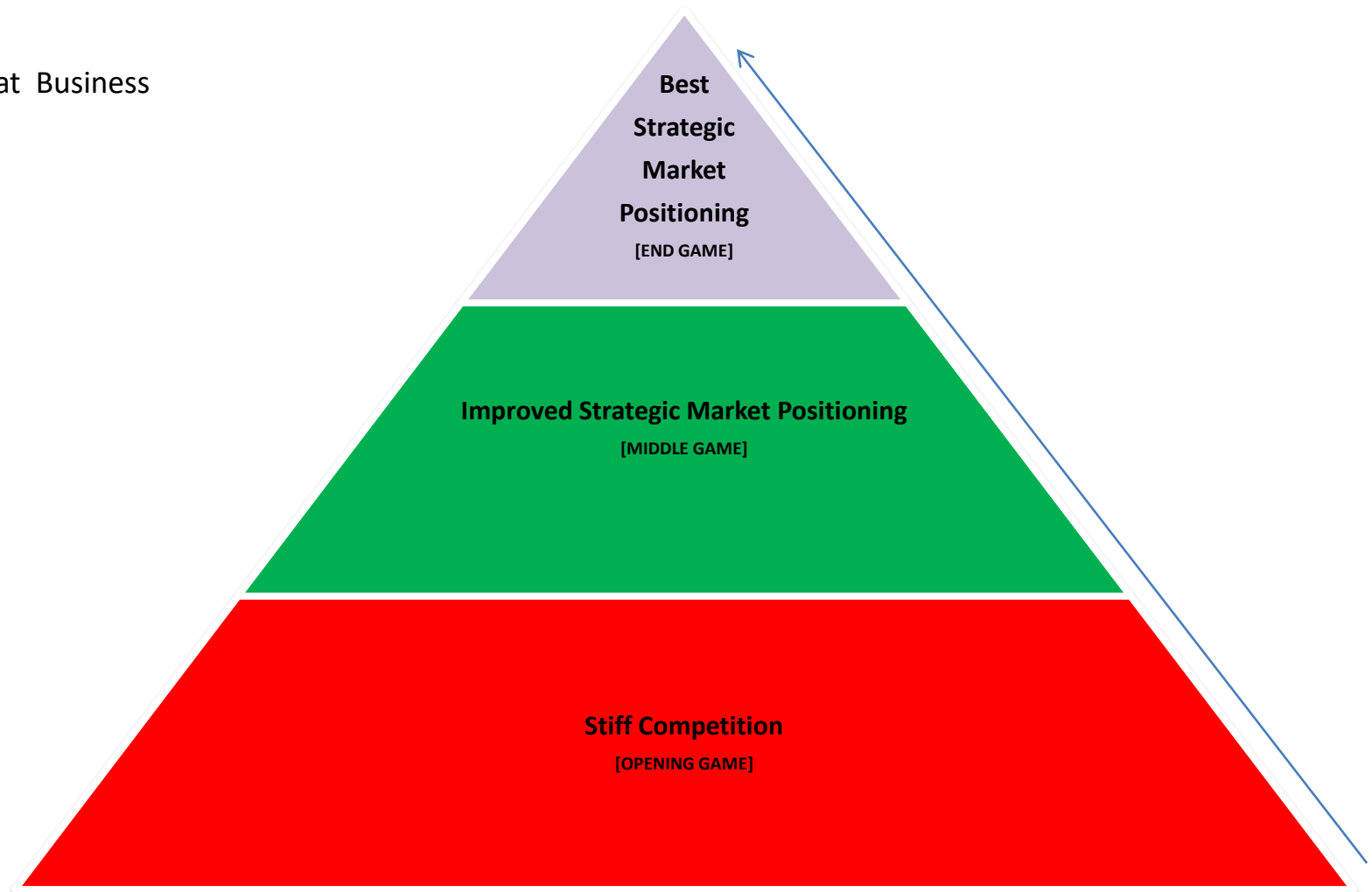
- $R = M \times V$
- ROIC
- ROA
- ROE
- Clear Economic Engine
- Workable Producer Economics

CONTEXT IN WHICH COMPETITIVE STRATEGY IS FORMULATED



## OBJECTIVE

Building a Great Business



- Solve an important problem
- Create value for customers with a focus on non-price value

**TO MOVE UP THE PYRAMID**

- Innovate business model
- Rethink Strategy
- Eliminate waste