

A Synergy Model for Strategic Planning in Manufacturing Enterprises

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Abstract

Facing today's dynamic markets and business conditions, manufacturing enterprises must strengthen their production capabilities and develop viable strategies for survival and growth. Strategic planning integrates all elements in corporate plan and allows management to quantify and measure organisational performance. Many well-known planning models or frameworks are generic in nature, while other planning methodologies are specific to particular applications, environments or organisations. This paper reviews the characteristics of various planning models, frameworks and methodologies for strategic planning. A synergy strategic planning (SSP) model for manufacturing enterprises is proposed, and the content and process of the model are presented along with a discussion of the implications for implementing the model for strategy formulation and execution in manufacturing enterprises.