INCO Terms: (International Commercial Terms)

FCL (full container load)  LCL (less container load)

OT container (open top)

Which grand strategy to use to maximize profit?

Choose from the grand strategies (Intensive, Integration, Diversification)

   - Export
   - Joint Venture
   - FDI (requires huge investments, high risk)

Planning & Goal Setting:

1. Short term (1-3 years)
2. Medium (3-5 years)
3. Long term (strategic planning) >5 years

Steps of the plan:

1. Situational analysis
2. Objectives (financial, marketing, operational)
3. Strategies
4. Tactics (action plan)
5. Resources (financial, human, equipment)
6. Implementation (actions vs. timeline)  
   - Gantt Chart
7. Control (KPI, Benchmarking, PPB)

What are tactics that can increase organic growth?

1. Organic growth: (mass production, economies of scale, new market development, new product development)  
   - Healthy growth
2. Inorganic growth: (take loans to finance product or new plant, mergers, acquisitions)  
   - Unhealthy growth

Planning Tools: Project Management

1. Gantt Chart: actions vs. timeline to avoid overlapping
2. RACI Chart: assigns a person to each duty. Slide 52, 53
3. PERT Model: actions I can't guarantee (time vs. cost)  
   - Give three estimations (optimistic, probable, pessimistic)  
   - Calculate average