








## Methodology of sectoral strategy development

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 17 03 2010  
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## Steps of the strategy preparation



- 1st step: Identifying set of indicators
- 2nd step: Identifying the Danube region **Analysis**
- 3rd step: Data collection
- 4th step: Position of each indicator
- 5th step: Scenarios
- 6th step: Set objectives **Strategy**
- 7th step: Connection of objectives and programs

## SWOT analysis



```

  graph TD
    A[SWOT analysis] --> B[Opportunities, threats]
    A --> C[Strengths, weaknesses]
    B --> D[Evaluation of the external factors]
    C --> E[Internal factors of the territory]
    D --> F[Development directions]
    D --> G[Key stake holders]
    D --> H[Competitors]
    E --> I[Endogen resources]
    E --> J[Present strategies]
    E --> K[Institutions, tools]
  
```

## 4th step: Position of each indicator



Suggestion: using a numerical classification and using a graphic representation to show the results of the SWOT analysis

## Four different strategies

Different strategies have to be applied according to the position of the factors in the frame of reference:

- I. Factors situated in sector I. of the frame of reference are the so called breakout points, that support **offensive strategy**.
- II. Factors placed in sector II. require a **diversified strategy**.
- III. This sector shows, we need to apply a **switched strategy**.
- IV. In the case of the factors situated in sector IV. emergency actions must be taken, **defensive strategy** is required.

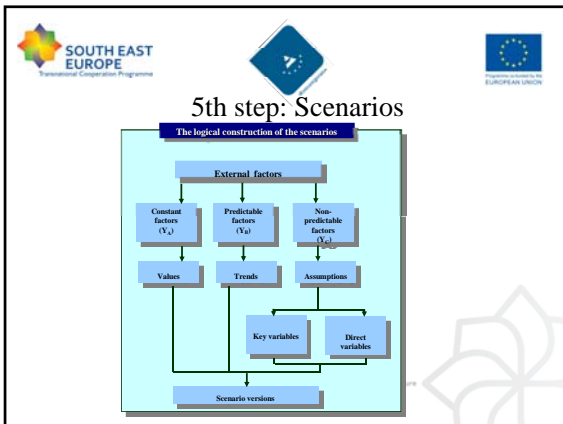



## Determination of x and y values

The optimal development strategy is determined first by the internal factors of the analyzed region and further on by taking into account the opportunities and threats of the external environment.

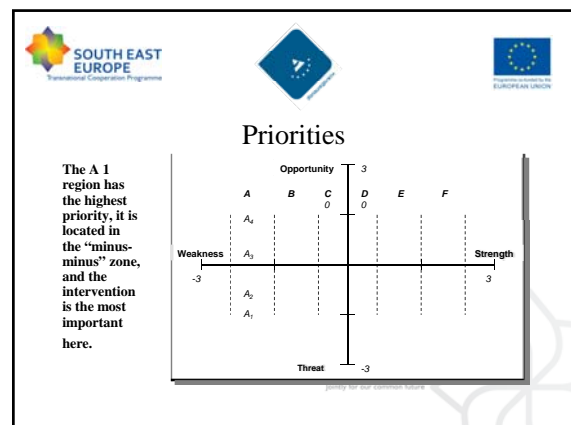
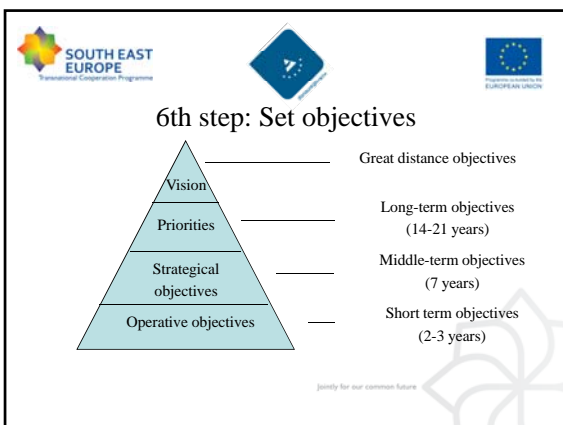
**First step: X value** may vary between +3 and -3, depending on whether the given factor might be considered strength (+) or weakness (-).

**Second step: Determination of Y value.** In the case of every factor the opportunities and the treats are evaluated and positioned on a scale with a +3/-3 scale. The YB value can be one value or two independent values. We can evaluate the factor in text (commentary). For comparison we can use the average of EU 27, if we can.



Different scenarios depend on the Y value

- The Y values can be different and its different combinations result in different scenarios.
- The time frame must be set for the expected changes. Usually 1 period is 7 years.



**7th step: Connection of objectives and programs**

Programmes	Objectives
	O1.....O4.....ON
P 1	
P 2	
.	
P 5	
.	
P M	

Those programmes are efficient which support more objectives at the same time.

