

STRATEGY MASTERCLASS -TECHNICAL TEXTILES AND NONWOVENS

PROGRAMME

8-30	Registration and coffee		10-45	Some strategic insights in technical textiles and nonwovens:	David Rigby
9-00	Introduction	Business Link North Manchester		How important are they for you?	
9-05	What is strategy and why is it important?	David Rigby		<ul style="list-style-type: none"> • What is the main driver of your business: lowest cost, best products or customer intimacy? • Customers are changing: market pull is replacing technology push. • What does "niche" really mean? • Product maturity: impact on profits, cash flow and NPD. • Roles, power and profits in supply chains: problems and opportunities. • Acquisitions: driven by costs, product/market scope, supply chain power. 	
9-30	A method of resource-based strategic market planning	David Rigby	11-45	Discussion groups on topics chosen by the participants	David Rigby
	<ul style="list-style-type: none"> • Core competences • Market segmentation • What, and where, are we now? • What's going on inside and outside the business that we need to respond to? • What are the different things we might do? • How do we choose? 		12-15	Groups report back	David Rigby
10-15	Questions and discussion	David Rigby	12-30	Services offered by Business Link North Manchester	
10-30	Coffee			<ul style="list-style-type: none"> • Exporting • Innovation and Investment 	
			1-00	Buffet lunch	

Note: David Rigby's presentations will be illustrated extensively by case-studies drawn from his international consulting work over the last 25 years.