



## **Optimiza conducts a Corporate Strategy Formulation for a Logistics Company in Jordan**

In the year 2008, and after having realized the need for major transformation, a leading logistics company in Jordan acknowledged the need for deploying a new strategic approach and business model. Management wanted to review its strategic direction and transform it into a leading integrated supply chain provider, and to apply best practices in the field of supply chain, logistics and integrated logistics services. Furthermore, it strived for addressing major issues pertaining to its operating/ business model that would lead the company in achieving its vision.

For these needs, Optimiza carried out a Strategy Formulation and Company-wide Capability Assessment and Business Transformation project that included:

- Conducting strategy assessment
- Conducting company –wide capability assessment
- Assessing the company’s corporate services
- Assessing the organizational capabilities
- Roundtable Strategy and sub-strategies Formulation
- Formulating a Corporate Strategy
- Setting up the Strategic Transformation Unit (STU) and its framework (i.e. procedures, templates, and roles and responsibilities)
- Helping the company on identifying the right resources for STU if needed
- Producing a roadmap that ensures the practical and effective execution of the previously developed sub-strategies; to allow for quick wins and long-term transformations
- Coaching the Implementation of the project plans of the strategic initiatives, generated by the STU.
- Developing the SO&P for operation and support areas