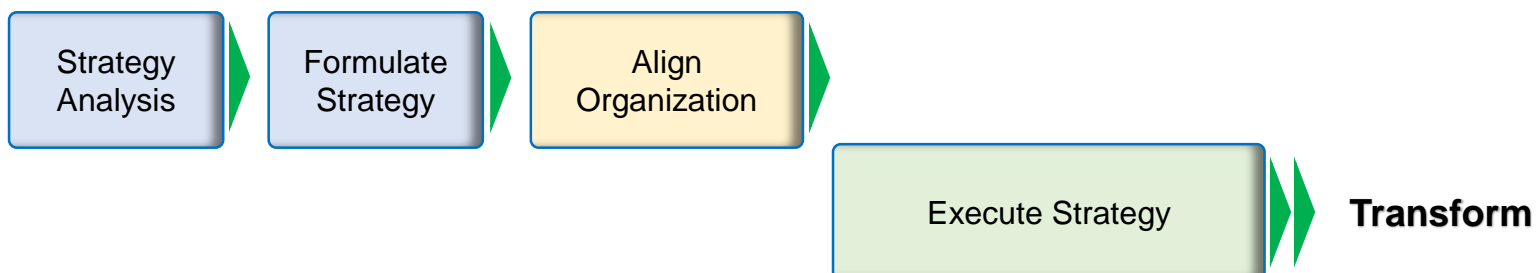




Enterprise Strategy Management

Powered by Execution Premium (XPP) Methodology, Balanced Scorecard, OKR, Project Management, Risk Management, Personal Performance, Organizational Performance, Budgeting, Strategy communications & Actions, Strategy Analysis, Assessment of ESG, OHI & SFO, and Data Integration



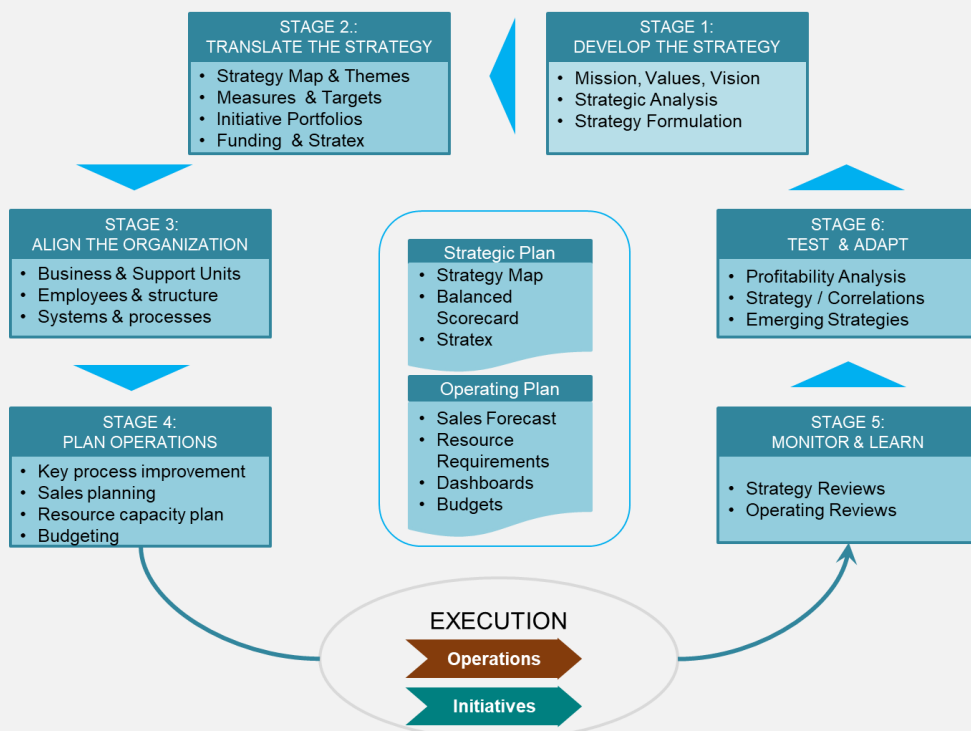
fruiStrategy® empowers you to perform strategy analysis, formulate, translate, and execute strategy consistently and aligning the whole organization actions towards strategic direction. You can establish robust strategy execution process empowered by plug and play modules to achieve overall organizational transformation in a **systems driven approach**.

It is a comprehensive strategy execution solution built on Dr. Kaplan & Dr. Norton's Execution Premium Methodology and powered by proven best practices in OKR, Project Management, Risk Management, Strategy Planning, People Performance, Budgeting, and Organizational Performance.

fruiStrategy® enables you to integrate all systems to record actual performance of measures, perform strategy review meetings effectively, review cause and effects of strategic outcomes against measures, link business planning, align people performance, perform budgeting, and operational planning processes. Conduct organizational assessment for ESG, OHI, SFO, and Culture. Manage actions and follow up messages automatically through the system.

HOW IT IS DONE

Execution Premium (XPP) – Balanced Scorecard Approach



Step 1 Develop Strategy

Perform strategy analysis, validate strategic choices, and formulate strategy to take the organization from current state to future state

Step 2 Translate Strategy

Translate strategy into strategy maps, balanced scorecard, initiatives, and fund them to executive desired results and key capabilities

Step 3 Align Strategy

Align everything in the organization including corporate units, business units, people, systems, processes, and everything else

Step 4 Plan Operations

Plan operations to achieve key process improvements, integrated demand and supply plans, budget, tactical and operational plans

Step 5 Execution

Execute operations efficiently and effectively, and complete projects successfully to achieve desired results and business growth

Step 6 Monitor & Learn

Monitor the business through effective strategy review to ensure strategy execution, alignments, and efficient operational reviews

Step 7 Test & Adapt

Test the strategic assumptions regularly with the results to achieve strategic outcomes and quickly identify and adopt emerging strategies



Strategy Execution

Executing strategy is a top priority and a significant challenge for CEOs navigating the dynamic and competitive landscape of the innovative industry. Balancing financial outcomes, meeting customer expectations, optimizing internal processes, and ensuring business alignment pose key challenges. Achieving profitability and establishing a competitive advantage require a combination of strategic and operational excellence. Adopting a strategy execution system is essential for an organization to transform into a Strategy-Focused Organization..

Strategy Analysis & Formulation

Balanced Scorecard

Enterprise PMO

Risk & Compliance

Strategy Reviews

ESG, OHI, Culture & SFO
Assessment

Business Process Excellence

Organizational Performance

OKR

People Performance

Budgeting

Actions & Follow up

Performance Dashboards

Office of Strategy Management



The initiation of strategy formulation involves conducting comprehensive strategy analyses. This analytical preparation provides the leadership team with a clear comprehension of market positioning and competitiveness. Proper analysis is crucial for identifying strategic options and choices. The culmination of the strategy planning process results in projections for the next 3 to 5 years, contingent on the industry type. The strategy plan's summary delineates how the value gap is narrowed over time to attain desired results. The fruStrategy can help you to perform following strategy analyses.

Strategy Analysis

- ✓ PESTEL Analysis
- ✓ Porter's Five Force Analysis
- ✓ Four Corner Analysis
- ✓ Cause & Effect Analysis
- ✓ Cognitive Model
- ✓ Zone to Win
- ✓ Force Field Analysis
- ✓ SWOT Analysis
- ✓ Tree Diagram Analysis
- ✓ Hoshin Kanri Analysis
- ✓ Value Chain/Business System Analysis
- ✓ Business Model Canvas
- ✓ Strategy Canvas
- ✓ Scenario Planning

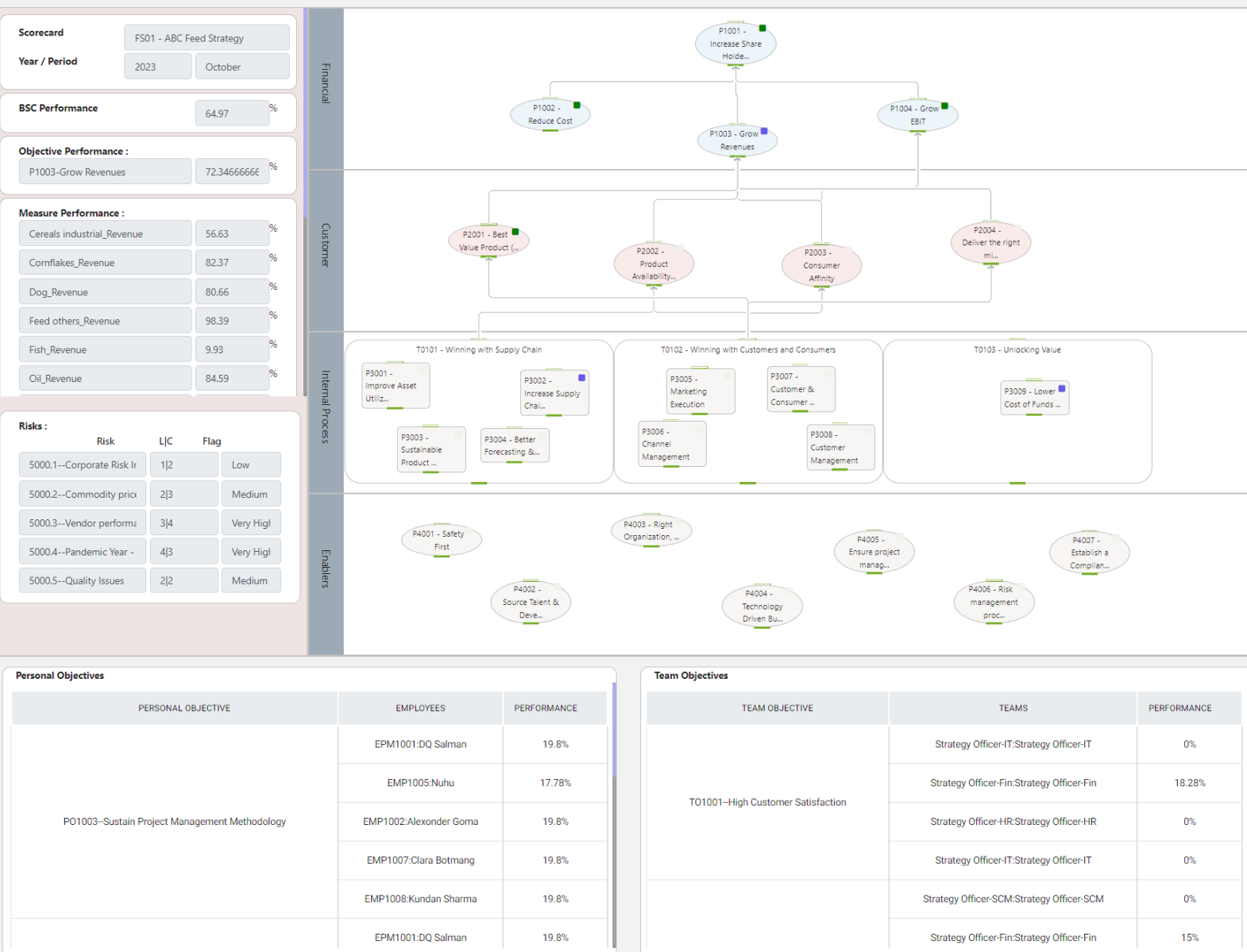
The overall output of strategy plan will be for three to five years. The value gap with current

S.NO	ORG UNIT CODE	ORG UNIT NAME	YEAR	VERSION	REGION	CURRENCY UNIT	PRODUCT GROUP	UNIT OF MEASURE	Y-5			Y-4			Y-3			Y-2		
									QUANTITY	AVERAGE PRICE	REVENUE AMOUNT	QUANTITY	AVERAGE PRICE	REVENUE AMOUNT	QUANTITY	AVERAGE PRICE	REVENUE AMOUNT	QUANTITY	AVERAGE PRICE	REVENUE AMOUNT
1	G-100-DD-1001	DODLA DAIRY	2021	v1	India	INR	MILK	Litres	500	398,651.2	199,325,600	500	449,701.02	224,850,510	500	406,202.1	203,101,050	500	572,486.21	286,243,105
2	G-100-DD-1001	DODLA DAIRY	2021	v1	India	INR	BEVERAGES	Litres	17,500	5,500	96,250,000	17,500	5,550	97,125,000	17,500	5,600	98,000,000	17,500	5,650	98,875,000
3	G-100-DD-1001	DODLA DAIRY	2021	v1	India	INR	ICE CREAMS	Litres	350	45,750	16,012,500	350	46,578	16,302,300	350	51,785	18,124,750	350	56,874	19,905,900

The strategy map becomes essential part of strategy translation. fruStrategy helps you define strategy maps for group company, strategic business units, shared services, and any specific department.



Strategy Translation & Strategy Mapping



A balanced scorecard is a performance metric used in strategic management to identify and improve various internal functions of a business and their resulting external outcomes. The balanced scorecard is built with four perspectives in general financial, customer, internal, and learning & growth.

fruiStrategy helps you build balanced scorecard for based on industry best practices.



Balanced Scorecard & Initiative Management

FINANCIAL

Objectives	Measures	Target	Actual	Performance	Status
Increase shareholder value: DD-0b-2001	Return on invested capital	2000000	1854782	92.7391	Good
	Total Shareholder Returns	2000000	16584432	829.2216	Good

CUSTOMER

Objectives	Measures	Target	Actual	Performance	Status
Product Availability & On-time delivery: DD-0b-2005	Transport cost	65000	45000	69.23076923	Average
	Market Price Index	250	165	66	Average

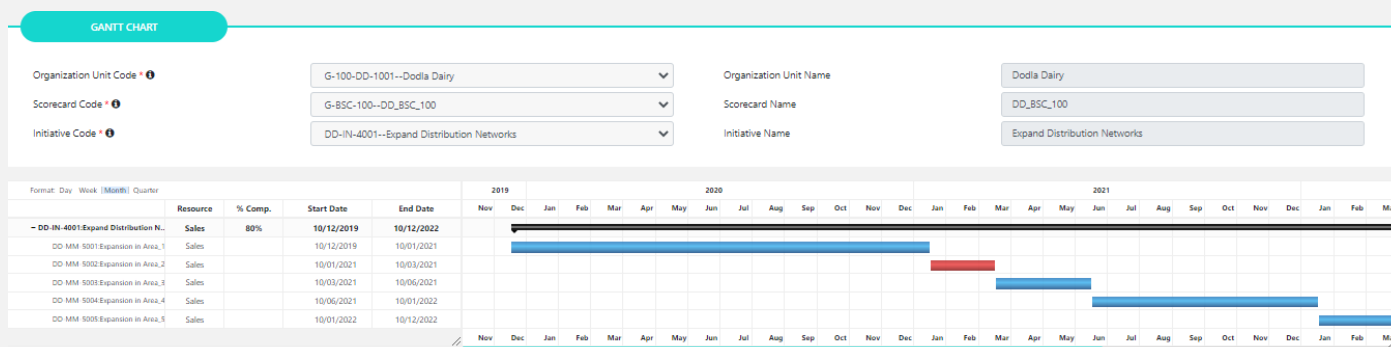
INTERNAL PROCESS

Objectives	Measures	Target	Actual	Performance	Status	
Best Value Product (Quality & Price): DD-0b-2006	Milk Procurement: DD-0b-2009	%SNF Level	8.5	8.2	95.47058824	Good
		% FAT Level	1.5	1	66.66666667	Average

ENABLERS

Objectives	Measures	Target	Actual	Performance	Status	
Improve Asset Utilization: DD-0b-2010	Source Talent & Develop capability: DD-0b-2025	People Cost	15.2	10.8	71.05263158	Average
		Revenue per head	100	96	96	Good
Better Forecasting commercial planning: DD-0b-2014	Technology Driven Business Efficiency: DD-0b-2028	Incidence	100	78	78	Good
		Change Request	100	96	96	Good
Manage Risks & Compliance: DD-0b-2029	Risk review completed monthly	100	95	95	Good 	
		Regulatory penalties	100	98	98	Good

Initiatives are identified as part of closing the value gap of the strategy. The objectives and measures are linked to initiatives and their performance will be improved based on strategic initiatives or projects. fruStrategy supports you to monitor all the initiatives/projects with complete visibility of milestones, deliverables and supports comprehensive PMO office operations.





Execute Strategy Consistently

Overall organizational performance score help leadership team to see the direction where the organization is driving. A systematic calculation of performance rolled up through weightages gives a perfect way to know the progress of the organization. Managers can compare month on month performance and whole organization can stay aligned.

Strategy Focused Organization

People Performance

Balanced Scorecard Performance

Initiative Performance

Portfolio & Program Performance

ESG Assessment

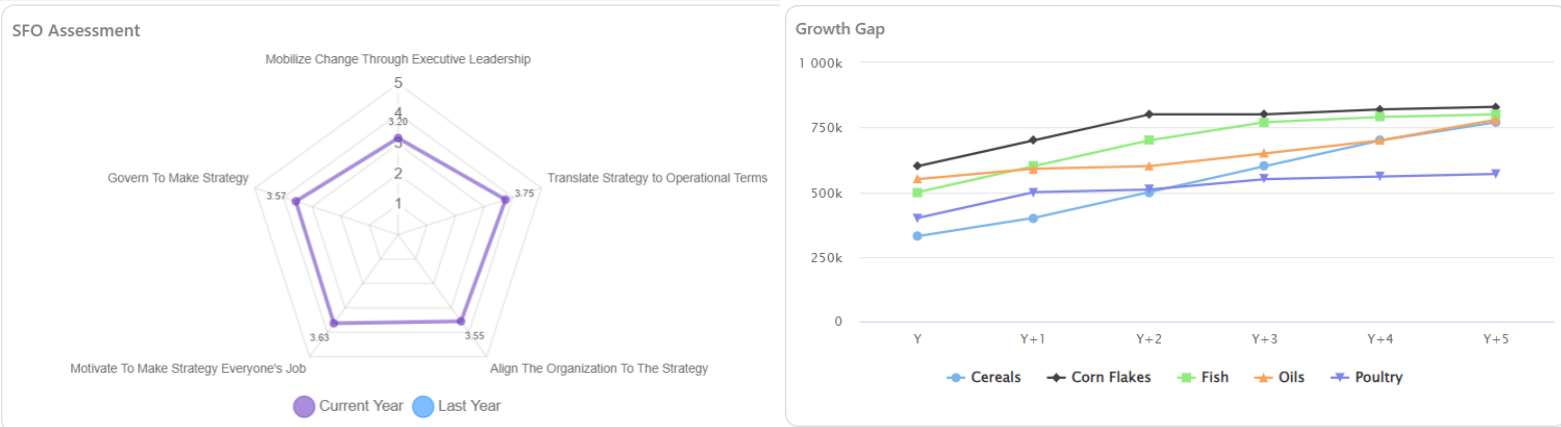
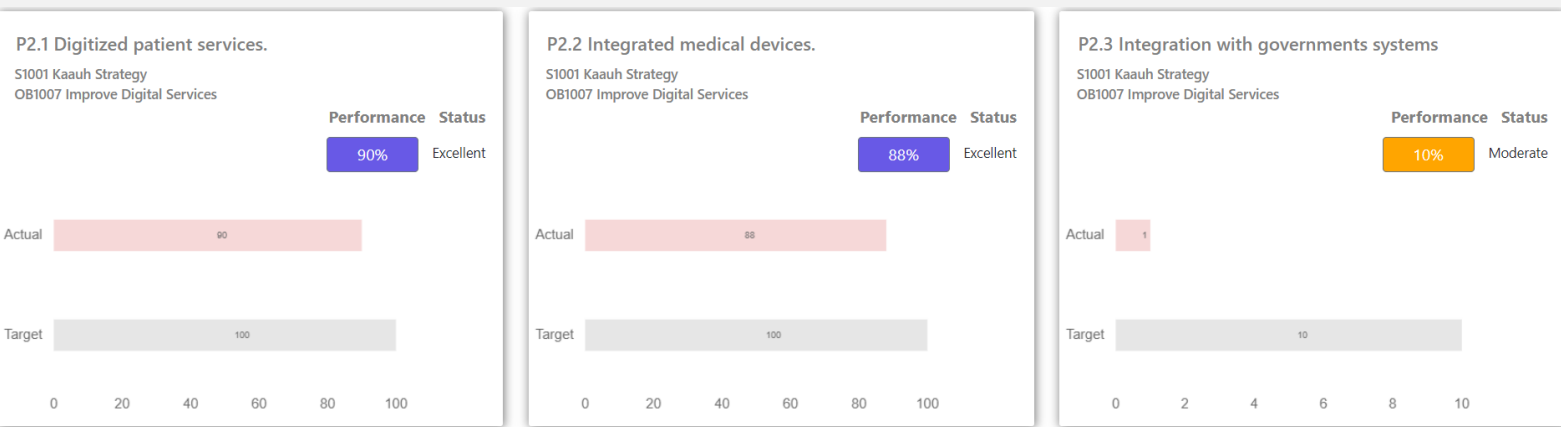
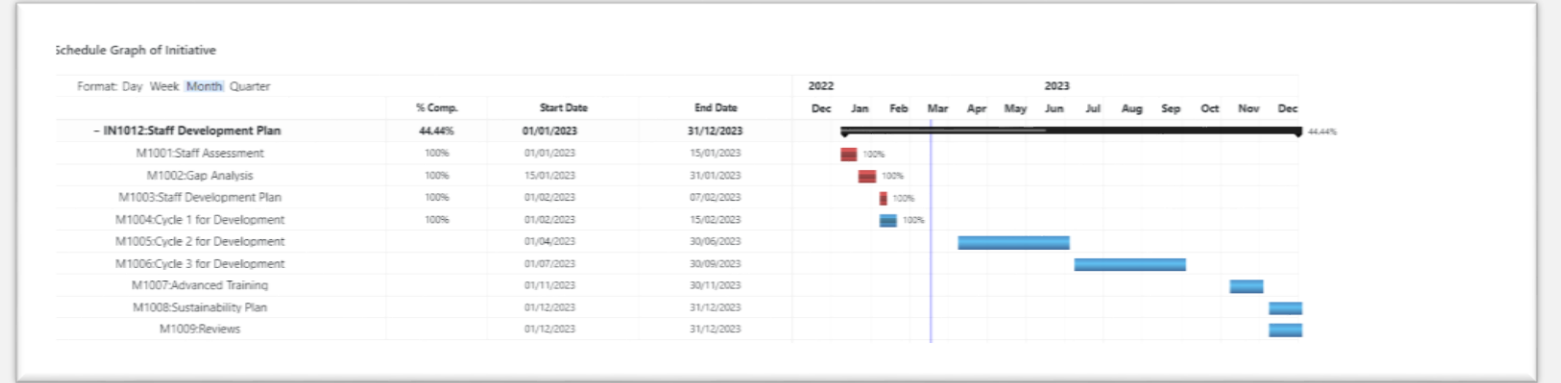
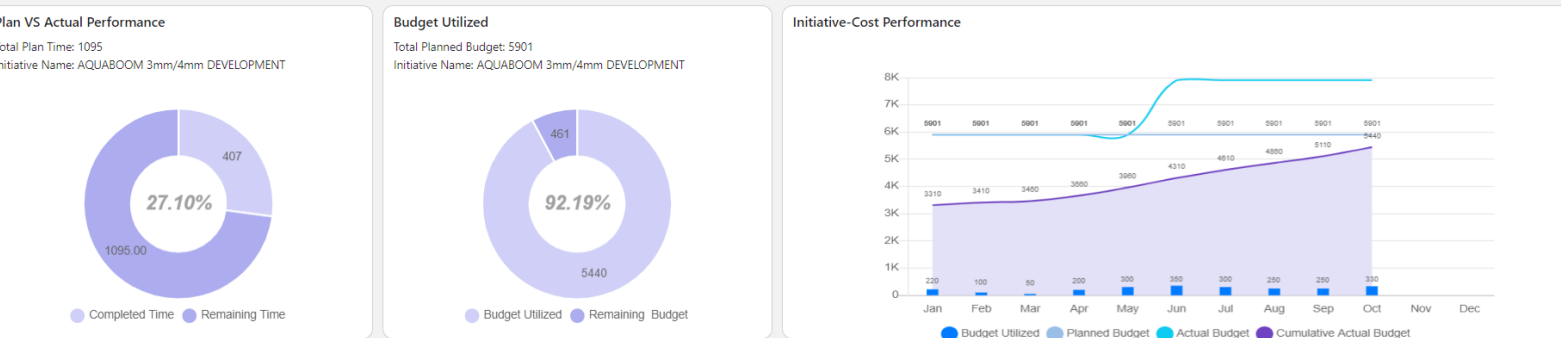
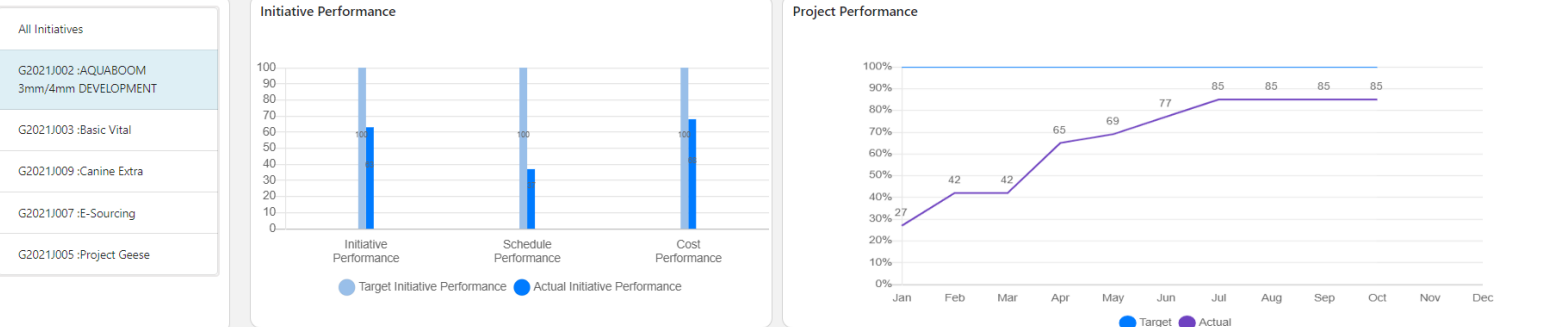
OHI Assessment

Overall Organization Performance

Risk & Compliance Score

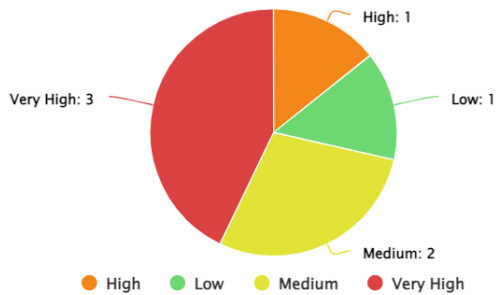
Value Gap Closure

Organizational Performance



Risk & Compliance Management

Risk Flag



Highcharts.com

RISK MANAGEMENT

Identify Risks

- Strategic Risks
- Operational Risks
- Project Risks

Monitor & Manage Risks

- Risk Mitigation Plans
- Risk Expenditure
- Risk Ownership

Report Risk Status

- Review risk status
- Update risk register
- Performance review

COMPLIANCE MANAGEMENT

Identify list of organizational compliance requirements

Compliance Calendar to manage all compliance requirements and reminders

Action items for compliance management & scheduling

Risk and compliances can be managed for all types of risks and compliances by properly managing through alerts and risk mitigation plans.

People Performance

INTEGRATIONS ERP & Success Factors

STRATEGY

Strategic Objectives

Strategic Measures

Business Processes

Initiatives

(BSC | OKR | Hoshin Kanri)

PEOPLE PERFORMANCE

Individual Objectives & Measures

Individual Performance Reporting

Team Objectives & Measures

Team Performance Reporting

360° Review Setup

360° Review Scores

INITIATIVE MANAGEMENT & PMO

PEOPLE INITIATIVES

Capabilities, Capacities, Business Continuity, Skill Gap, Succession Planning

PERSONAL SCORE

Weighted average score

Individual + Team + 360° Review

Monthly/Yearly

KEY OUT COMES

- ✓ Incentives & Variable Pay
- ✓ Career Growth
- ✓ Succession Planning
- ✓ Career Alignment
- ✓ Performance Scorecards
- ✓ Competency Matrix
- ✓ Nin-Box Diagram

Reporting: (Org unit/BSC/Year/Month)

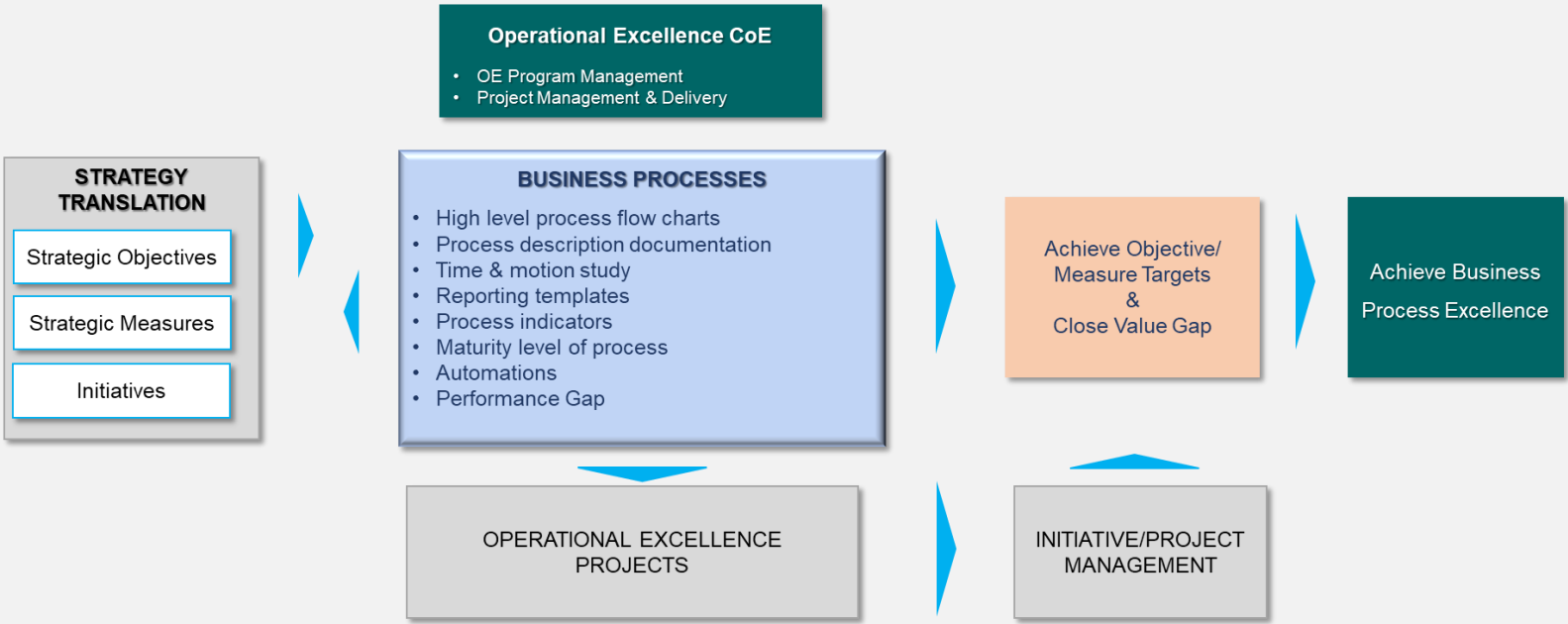
- Strategic objective → people objective → People → Target & Actuals → Performance Status → **Individual Score**
- Strategic objective → team objective → team → Targets & Actuals → Performance status → **Team Score**
- Periodic 360 Degree Survey → **360° Score**

People Score → Individual + Team + 360 Review + Strategic Objective performance

- **People objectives** → Functional skills, technical skills, leadership skills, team-work, problem solving and decision making, innovation & creativity, customer focus, professional development, and goal achievement
- **Team objectives** → Goal attainment, collaboration, innovation & problem solving, customer service, on time delivery, professional development & learning,

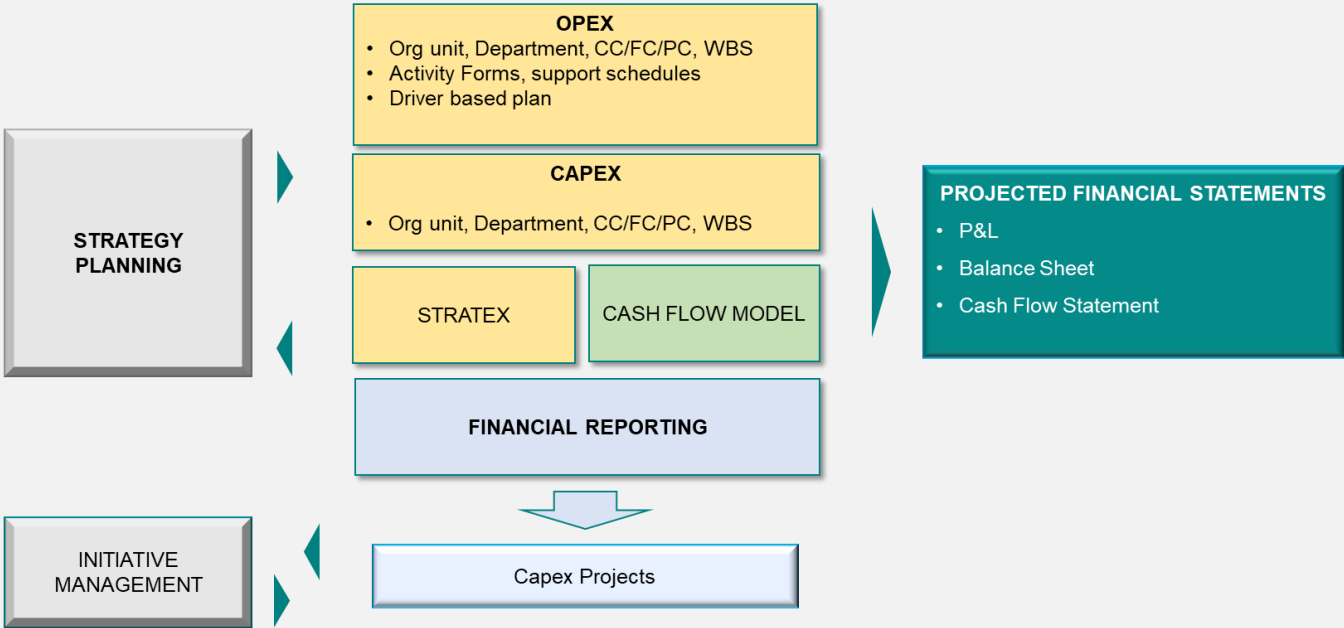
fruiStrategy helps to link top down and bottom up processes to link Strategy to people. The individual performance, team performance, and 360° reviews can be done and weighted average can be taken for people performance

Business Process Excellence



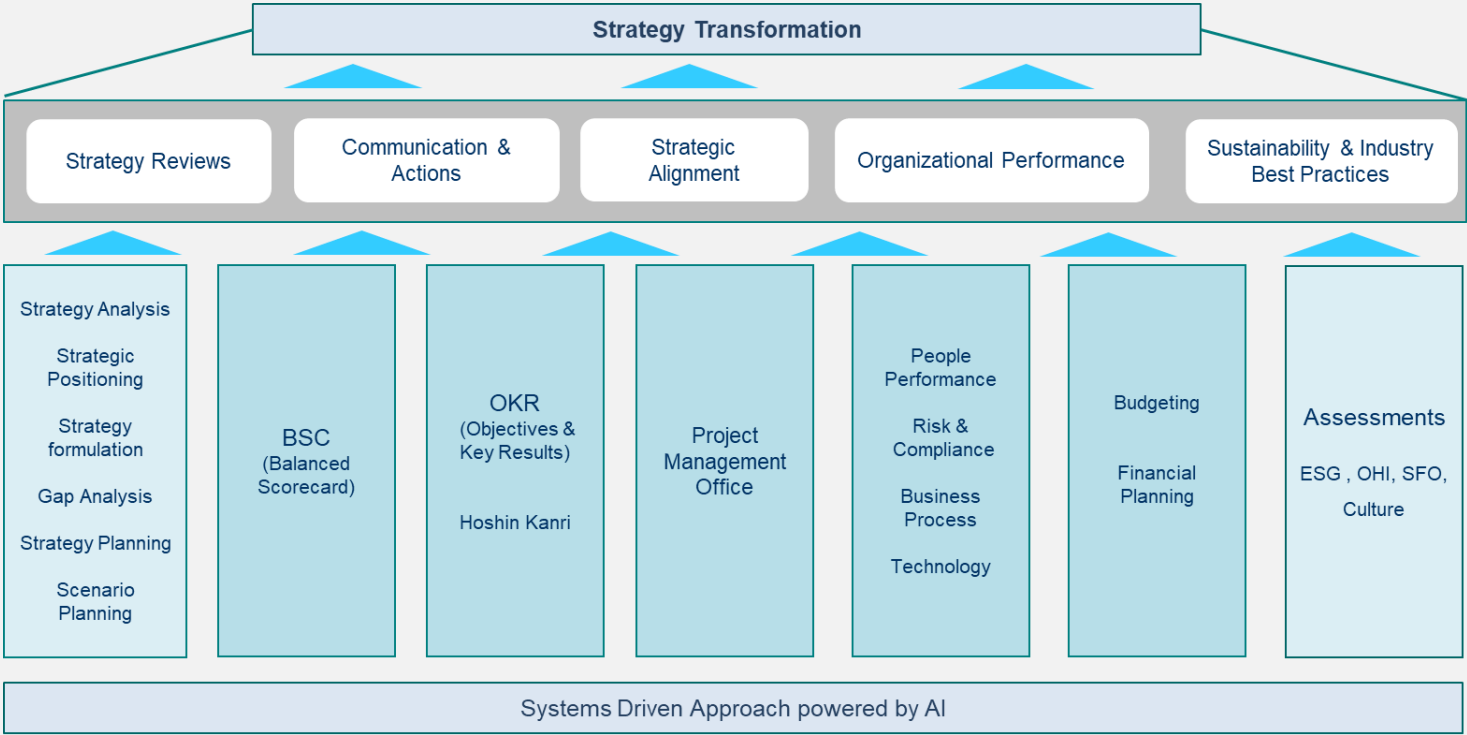
fruiStrategy help you to align key business process to your business strategy and ensure you to achieve business process excellence. Business processes and strategic objectives matrix will help you to identify key processes and optimize them with suitable methodology.

Budgeting



fruiStrategy helps you to perform business planning and budgeting in alignment with Strategy.

fruiStrategy help you to perform budgeting with GL Accounts, Cost Centers, Fund Centers, and with driver-based planning & rolling forecasts



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fruiStrategy is the all-in-one platform for **Strategy Analysis, Formulation, Execution, and Organizational Alignment**, designed to adapt seamlessly to your company’s unique vision. Whether implementing **Balanced Scorecard, OKRs, PMO, Risk Management, People Performance, Budgeting, or ESG**, fruiStrategy ensures alignment with your strategic goals through purposeful configuration. More than just a tool, it’s a **strategy execution partner**—leveraging industry best practices, rapid deployment, and seamless integration. Supported by expert consultants and 24/7 assistance, fruiStrategy transforms strategy into measurable results, driving performance, governance, and long-term success.

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Your Strategy, Your Way.