

## MSI CONDUCTED STRATEGIC BUSINESS PLANNING



MSI organized a two (2) days Strategic Business Planning in June 22-23, 2016 at View Park Hotel in Tagaytay City, Cavite upon the initiative of the MSI Board of Directors.



For the said program, MSI commissioned the services of Ms. Malu Dy-Buncio, the Chief Business Development Strategist of Mansmith and Fielders.



Ms. Dy-Buncio facilitated the conduct of the strategic business planning actively participated by selected MSI Employees and the following MSI Directors namely (1) Chairman Crispino T. Aguelo; (2) Vice-Chairman Liduvino S. Geron; (3) Dir./PCEO Roy C. Oscillada; (4) Dir. Alex A. Lorayes; (5) Dir. Ramon K. Cervantes; and (6) Dir. Daniel R. Agustin.



The planning session covers lectures, assessment, presentation and activities pertaining to the analysis of the changing business environment and determination of strategic implication on the first day while the second day focused on strategy development and strategy evaluation.

