

Santiago, Enero de 1993

De nuestra consideración :

De acuerdo a lo prometido durante el Seminario Internacional "Mejorando la Competitividad de la Empresa Chilena. Una Visión desde M.I.T. y Harvard", les señalamos a continuación los antecedentes requeridos por la empresa EDS para la adquisición del software "Strategic Planner", en las condiciones señaladas por el profesor Sr. Arnoldo Hax :

1. Completar y firmar el formulario que otorga la licencia de uso del software (se adjunta copia).
2. El formulario, deberá ser enviado a la siguiente dirección :

EDS Strategic Planning Consulting
26533 Evergreen Road, 13th Floor
Southfield, MI 48086
EE.UU.

ARCHIVO

3. El precio especial para los asistentes al seminario es de US\$ 500, los que deberán ser cancelados directamente a EDS.
4. Para cualquier consulta, el fax de EDS es el 313-262-7673.
5. EDS entregará los futuros updates de este software y corregirá gratuitamente cualquier error que se presente en el mismo.
6. EDS responderá cualquier consulta respecto al uso del software o al proceso de Planificación Estratégica que se realiza con el mismo. Las preguntas deberán hacerse en inglés a EDS Strategic Planning Consultants, teléfono 313-262-5551.

Aprovechamos de agradecerle su participación en el Seminario Internacional y lo invitamos cordialmente a asistir a futuras actividades programadas por este Centro.

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p. Centro de Extensión P.U.C.

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Chapter 1 Introduction

Strategic Planner is a tool for guiding you through a strategic planning session and organizing the vast amount of information generated in the process. This program was developed based on Professor Arnolde C. Hax's methodology for business strategy planning, as presented in *The Strategy Concept and Process: A Pragmatic Approach*.¹ For best results with Strategic Planner, you should be familiar with Arnolde Hax's methodology. This manual provides general information about strategic planning, as well as specific examples, but it does not restate everything covered in *The Strategy Concept and Process: A Pragmatic Approach*.

This introduction outlines system requirements for Strategic Planner and explains how to install, start, and register your copy of the application. This chapter also includes an overview of the strategic planning process, provided by Arnolde Hax. The final section, "Using this manual," briefly describes the six sections of Strategic Planner and the contents of each chapter in this manual.

System requirements

Start by reviewing the Read Me First document on the Strategic Planner disk. This document contains important information that may not be included in this manual.

Hardware

You will need a hard disk and at least 4MB (megabytes) of random access memory (RAM).

Strategic Planner is not compatible with earlier Macintosh[®] models, such as the Macintosh 128K, Macintosh 512K, and Macintosh 512K enhanced.

System Software

Strategic Planner requires System 7.0.1 or later; the application will not run with earlier versions of system software.

The Strategic Planner floppy disk does not include the Macintosh System Software. Before installing Strategic Planner, be sure you have the compatible version of the system software installed on your hard disk.

1. Hax, Majluf. *The Strategy Concept and Process: A Pragmatic Approach* Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1991. The theoretical text in this manual was adapted from *The Strategy Concept and Process: A Pragmatic Approach* and transcripts of Arnolde Hax's oral presentations.

PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE
CENTRO DE EXTENSION - ESCUELA DE INGENIERIA

PROGRAMA DE SEMINARIOS DE PROFUNDIZACION

C E R T I F I C A D O

POR CUANTO

MARCELO TRIVELLI OYARZUN

HA ASISTIDO AL SEMINARIO INTERNACIONAL

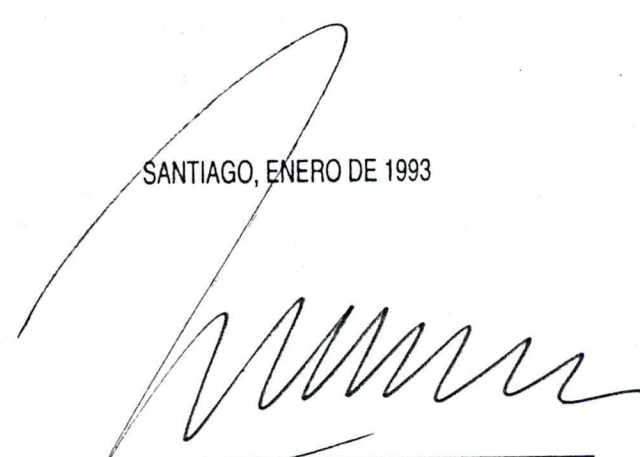
"MEJORANDO LA COMPETITIVIDAD DE LA EMPRESA CHILENA. UNA VISION DESDE M.I.T. Y HARVARD"

REALIZADO EN EL CENTRO DE EXTENSION,

EL 5 Y 6 DE ENERO DE 1993 CON UN TOTAL DE 16 HORAS.

SE OTORGA EL PRESENTE CERTIFICADO DE ASISTENCIA.

SANTIAGO, ENERO DE 1993



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