



COMPANIES  
OFFICE

# Shaping the Future of Business

*Strategy Map*  
*2003-2008*

# Shaping the Future of Business

*The Companies Office has undergone significant change  
over the past years.*

*We have had many successes which have been recognised  
both internally and externally.*

*The time is now right to assess where we are...  
...and what our next “big win” will be.*

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# Shaping the Future of Business

## Where are we currently?

- Our Strengths - What are we good at?.....3*
- Our Weaknesses - What do we need to work on?.....4*
- Our Opportunities – What can we capitalise on?.....5*
- Our Threats - What obstacles could be put in our way?.....6*

## What do we want to be?

- Our Vision .....7*

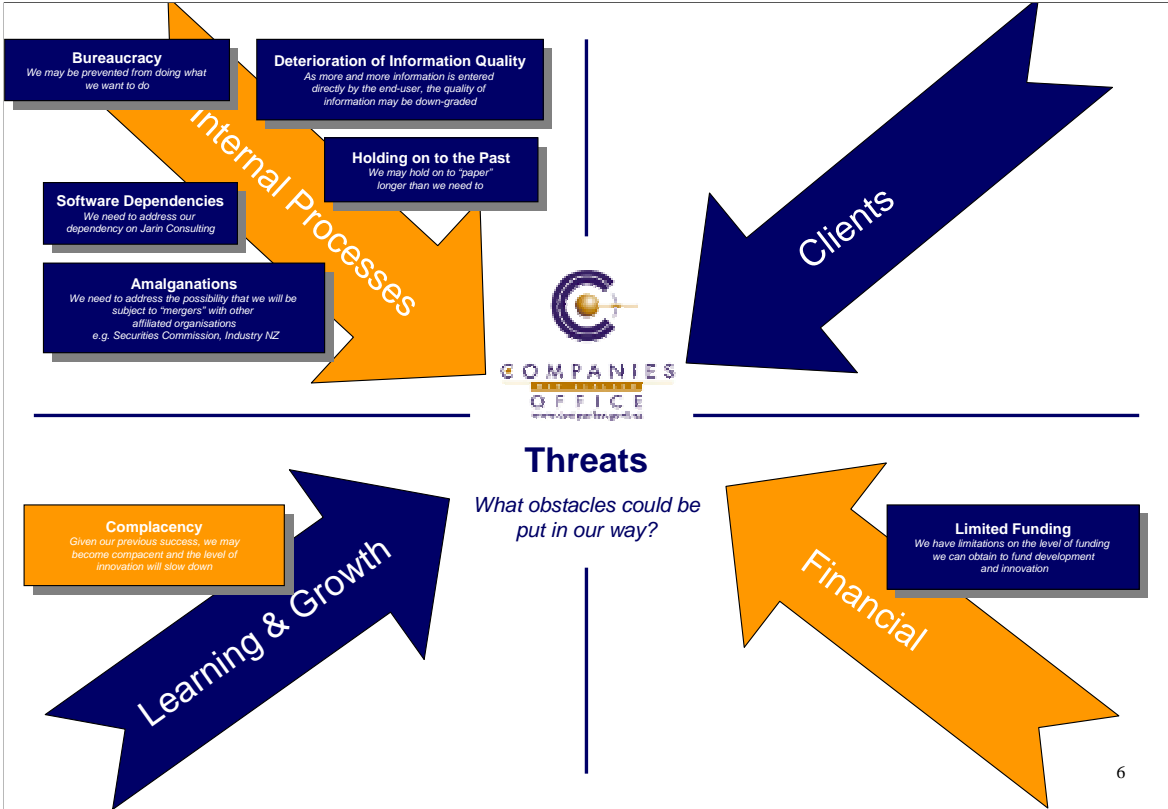
## What is our game plan for achieving this?

- Our road map to the future.....8*









# **What do we want to be?**

*We will shape the future of New Zealand business.*

*Supporting enterprises at their inception...  
...and working with them to ensure their on-going success.*

*We will be their foremost source of business information...  
... and provide them with the framework in which they can do  
business with confidence.*

*At the Companies Office we are.....*

**Enterprise New Zealand**

