

For (Veyrat 2015) Generate models to formulate strategic alternatives that will be useful to achieve organizational goals: The first thing to do is to start with an end in mind. It's important since if we do not know where to go, we will surely get lost. Determine who is going, what the destination is and what it will take to get there. The strategic planning process model should also include a situational analysis. Study the current situation before heading to the next one. Analyze where the company is, why is it there, what are the problems and improvement points. Only after that, you can start to think about solutions and paths to follow. So it is a good idea to set, analyze, generate, decide and monitor whenever ones formulating strategic alternatives for the achievements of goals. A computer service company that need a "model to formulate strategic alternatives that will be useful to achieve organizational goals."