

## Seamless interrelation between business strategies and tactical planning

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There is an increasing pressure on manufacturing enterprises to innovate in their business model due to the accelerated change of market factors (e.g. digitalization, globalization, increasing customer individual demands, etc.). An important problem is the efficient, comprehensive and rapid transformation of a strategic idea to the tactical planning and its realization. Considering the variety of internal and external factors that have an impact on the global production network. In order to support decision makers with these complex tasks, the paper proposes an approach that facilitates more informed and faster decisions on new business opportunities. The approach incorporates an information structure allowing tracking and evaluating decisions from the first idea to its realization.