

Understanding the US China Trade War

# Strategic Master Attack

孫子兵法

# Strategic Master Attack

- The Strategic Attack Master understands the concepts of war and business combined. SMA is well read in Sun Tzu's Art of War and the Art of Industrial War. SMA aims are dedicated to the 7Tao of the Transaction. SMA will muster the necessary forces to bring about change in the marketplace. His protocol is as follows:
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  - **A:** Use the 12 strategies shown in the Strategic Attack Level to devastate market competitors in:
    - 1: Price – uncompetitive compared to ours.
    - 2: Delivery time – the competitor is slower than us.
    - 3: Quality – the competitor has more defects than us.
    - 4: After Market – competitor has inferior support services.
    - 5: Customers – does not offer value for money.
    - 6: Shareholders – shares are constantly decreasing in value.
    - 7: Employees – are not committed to the competitor's interests.
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  - **B:** The Strategic Master will listen carefully to the instructions of:
    - 1: The Operational Masters of Attack who fight the competitor at shop floor level.
    - 2: The Tactical Masters of Attack who focus on middle management.
    - 3: The Grand Master whom he reports to.
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  - **C:** The Strategic Master of Attack will be aware of the plans of the Defence team who works opposite his area of control. He will monitor, listen and provide guidance to the following masters when necessary:
    - 1: The Strategic Master of Defence.
    - 2: The Tactical Master of Defence.
    - 3: The Operational Master of Defence.
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  - This is done so that the attack actions reinforce the defence actions and vice versa.
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  - The Strategic Master will annihilate the competitor when they are defended, he will provide powerful attack strategies to support the attack team so they can launch crippling attacks against the competitor's businesses.

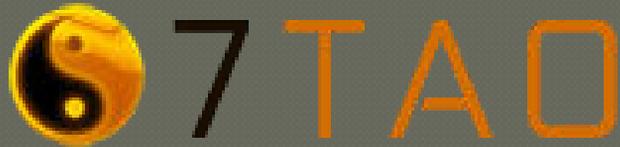
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## Study elements:

- The origins of the US China Trade War.
- The arrival of industrial warfare.
- Competitive transactions.
- Choose from 12 Attack strategies.
- Battle scenario's for attack.
- Choose your sparring partner opponent.
- Local, National and International combat.
- Learn different styles of industrial warfare.
- Use of 7Tao Criteria.



Q & A	
Cohort size	15 to 20
Combat against internal and external teams	Yes
Factory based simulation	3 to 6
Bank of Attack Strategies supported by 48 Attack Tactics and 192 Attack Operations	12 Attack Strategies
Duration	12 Hours of study
Entry Qualifications	'A' Level, Tactical Master, Operational Master
Age Requirement	19+
Lectures	12 Hours
Practical sessions	12 Hours
Industrial Combat	16 hours (2 to 3 assessed sessions of industrial combat )



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