

BUSINESS PLANNING

THE BUSINESS PLAN

PRODUCT MANAGEMENT

Goal:
Delivering Valuable
Final Products to a
Growing Market

Priority: High
Completion: 5%

OPERATIONS MANAGEMENT

Goal:
Smooth, Productive
and Efficient Delivery
of Products and Services

Priority: Medium
Completion: 2%

PROJECT MANAGEMENT

Goal:
All Projects Delivered on
Time, within Budget, and
with Minimal Risks

Priority: High
Completion: 10%

FINANCIAL MANAGEMENT

Goal:
Increased Viability
and Profits

Priority: Medium
Completion: 5%

FRANCHISE MANAGEMENT

Goal:
Credible and Viable
Franchises Sold
to a Growing Market

Priority: Low
Completion: 0%

MARKET ANALYSIS

QUANTITATIVE ANALYSIS

PRODUCT STRATEGY

PRODUCT PLANNING

PROGRAM STRATEGY

SALES READINESS

CHANNEL SUPPORT

INTERNAL FUNCTIONS

EXTERNAL FUNCTIONS

PROCESSES

PROCEDURES

JOB DESCRIPTIONS

TRAINING

ACCOUNTABILITY

OBJECTIVES

PEOPLE RESOURCES

MATERIAL RESOURCES

BUDGETS

SCHEDULES

RISKS

POST MORTEMS

STARTUP CAPITAL

INCOME SOURCES

EXPENSES

BUDGETS

PROJECTIONS

ANALYSIS

REPORTS

RESEARCH

PLANNING

LEGAL & ACCOUNTING

PROCESSES

DOCUMENTATION

MARKETING

MAINTENANCE