

5 Organization and Management Plan

The goal in the business plan is to choose the right direction for information flows

Management - the activity on the formulation and implementation of the list of activities to achieve the goal by "using" people - consists of the stages:

1. planning - clarification and implementation of activities leading to the achievement of the goal
2. Organization, including:
 - The formation of structural units (see slide types of organizational structures)
 - Labor process (where and how to send, how much, than, what materials people will use)
3. Control - comparison of actual and planned state. In case of deviation, the development of recommendations for the achievement of the planned goals

"Golden" rules for delegation of authority

1. Delegate authority in accordance with the personal capabilities and degree of responsibility of your employees
2. If possible, always assign similar tasks specific to the individual
3. Assign full tasks, do not divide them into "pieces" and do not isolate them
4. Give full instructions and full information to the person in charge
5. Explain the purpose of this or that assignment
6. Make sure that the instructions have been understood
7. Never say "soon", "fast", etc., but specify the exact time for completion of work
8. Control the results



Types of organizational structures of the organization:

1. Matrix Organizational Structure



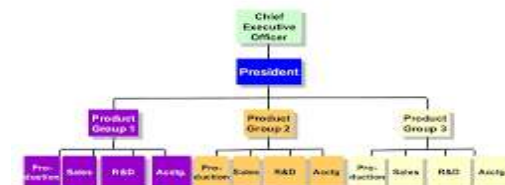
2. Functional Organizational Structure



Example: Functional Organizational Structure.

3. Product Organizational Structure

A Product Organization



4. Customer Organizational Structure

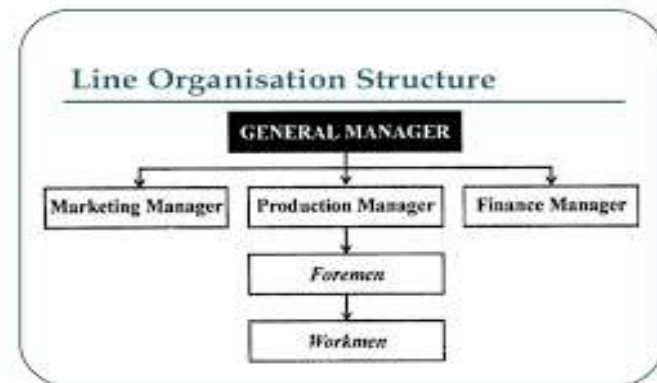
Customer Experience – walking the talk!
Shared Customer Experience Vision, Cross Functional Leadership and Execution!



- Shared customer experience vision and cross functional leadership team
- Customer Experience organization with formal P&L, cross functional target setting
- Customer experience decisions involve omni channel considerations
- Customers are listened to across their lifecycle, journeys and touch points
- Customers receive consistently seamless experience across all channels & touch points

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5. Line Organizational Structure

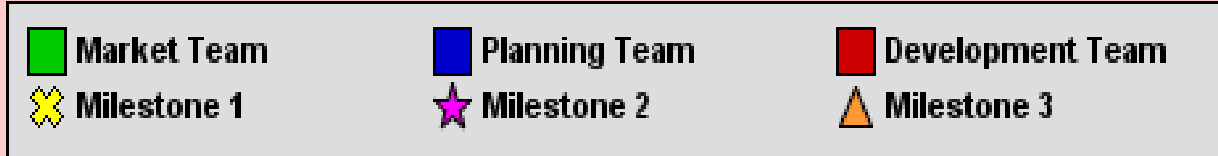
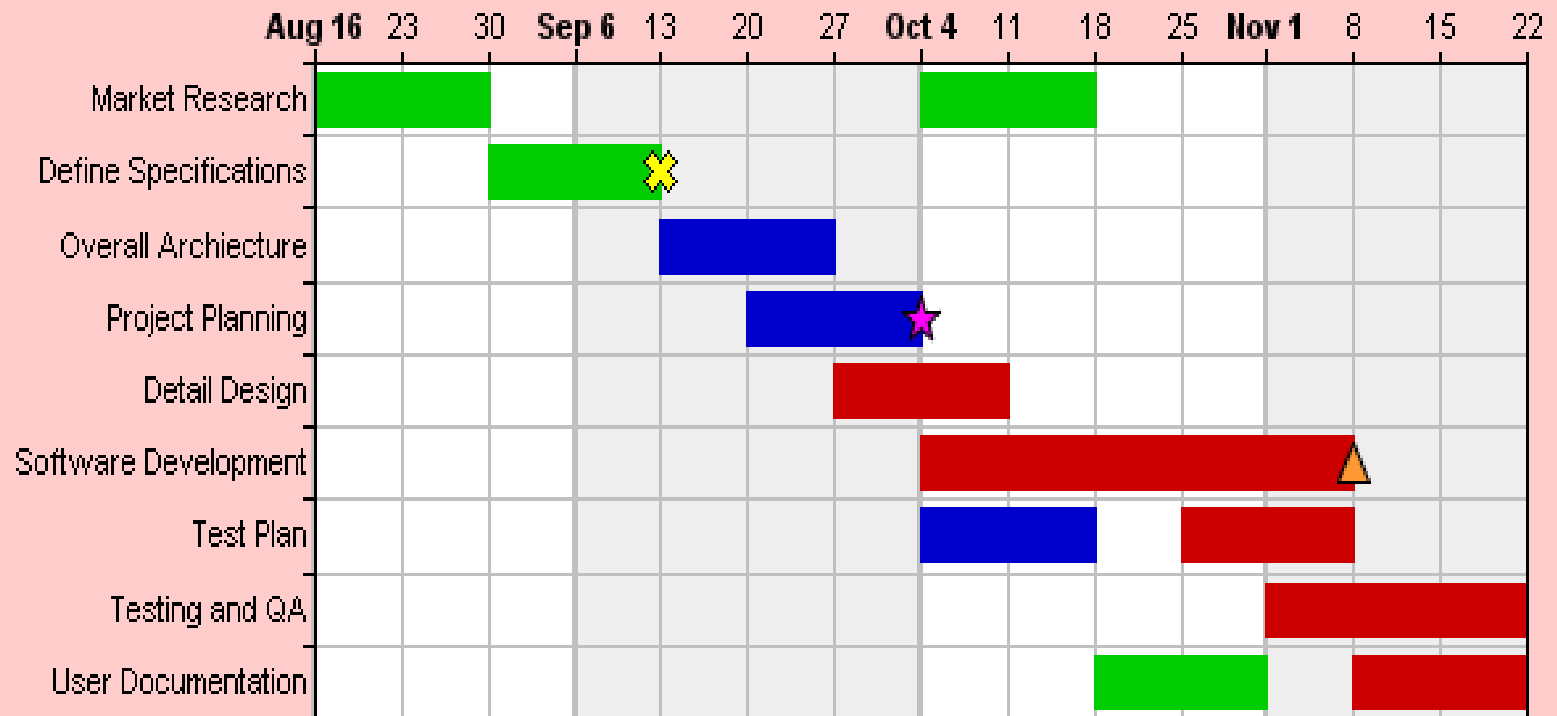


This can be represented In the business plan as follows:

- **Form of business** (sole proprietorship, partnership, LLC, state ownership, etc.)
- **Organizational structure** the definition of necessary specialties, (for example, accounting, production, marketing)
- **Groups of their interrelations** (powers, competence, responsibility, experience in business and qualification of each member)
- **The list of pre-operational activities** (Gantt chart), accurate valuation, capital requirements)
- **Office equipment** (what and depreciation - see the next slide)
- Administrative expenses (secretary's salary, accountants, security, communication ...)

Gantt chart

Multi-Color Gantt Chart Demo



Calculation of costs for office equipment

Calculate the cost of equipment for any of these offices, using the costing scheme proposed in the "production plan":

- Who is the supplier?
- What are the terms of purchase (terms, payment, delivery)?



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