



MANAGEMENT	OPERATIONS	CONTROLS	FINANCE	MARKETING
<p>PLANNING</p> <p>Company policies Profit Planning rate of margin acquisition rate of overhead absorption Capital Management Short Range goals Long Range goals</p> <p>ORGANIZATION</p> <p>Organization analysis Key Man incentives Communications Management reports Executive appraisal</p> <p>ECONOMIC STUDIES</p> <p>Feasibility Surveys Competitive analysis Employee benefits Long range incentives Product line analysis Product planning Product development</p>	<p>PRODUCTION</p> <p>Plant Layout Material handling Quality Controls Planning Scheduling Preventive Maintenance</p> <p>OFFICE</p> <p>Organization analysis Cost control planning Clerical work System/procedures Work simplification Records/forms control</p> <p>PERSONNEL</p> <p>Wage/salary admin. Supervisory mgmt. Employee training Job standards Job evaluation Wage incentives Retirement plan</p> <p>PURCHASING</p> <p>Procedures Controls Inventory control Specifications Standards Value analysis</p>	<p>GENERAL ACCOUNTING</p> <p>Simplified Accounting Systems Procedures Analysis Profit Expense Control</p> <p>COST SYSTEMS</p> <p>Costing methods Cost controls Cost analysis</p> <p>REPORTS</p> <p>Profit and loss Balance sheet Daily cost reports Weekly cost reports</p> <p>INFORMATION SYSTEMS</p> <p>Systems analysis Programs Installations Evaluations</p>	<p>PLANNING</p> <p>Financial Capital Structure Long Range Policies Use of Funds</p> <p>CONTROL</p> <p>Cash forecasting Budget of operations Expense allocation Employee training</p> <p>ECONOMIC ANALYSIS</p> <p>Financial Ratios Sources of funds Reserves Equity fund</p>	<p>SALES</p> <p>Organization Compensation Sales Forecasting Market Analysis Sales Lead development Sales Control</p> <p>SERVICE</p> <p>Customer Support Follow Up Satisfaction levels Response Time</p> <p>ADVERTISING</p> <p>Budgeting Sales promotion Market Research Agency Selection Social Media Website Brochures</p> <p>PUBLIC RELATIONS</p> <p>Industry Stockholder Employee Union Government Community Environment Health</p>

Building Blocks of Business

Management

Operations

Controls

Finance

Marketing

Without a solid foundation your business will collapse