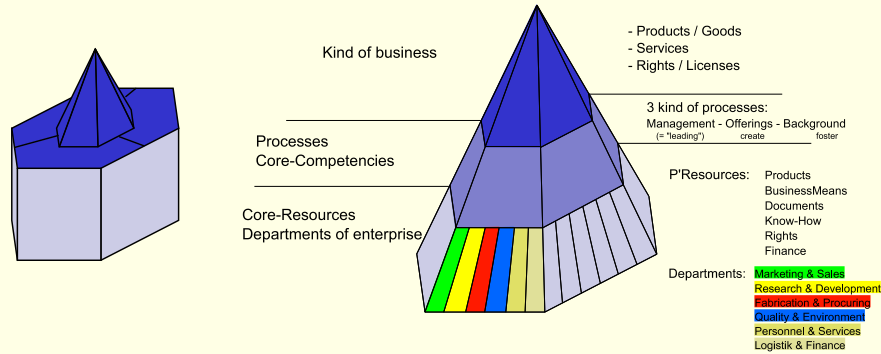


Four main points

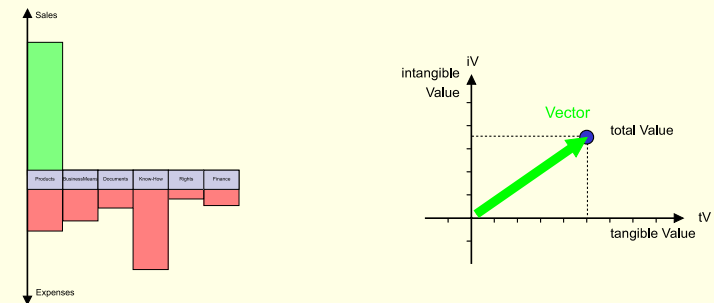
1. Structuring the Elements of a Corporation

Three levels: Offerings, Processes, Prerequisites



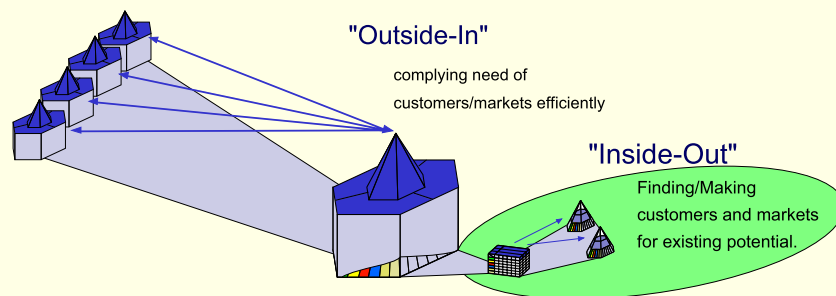
2. Quantifying means (numbers and indicators)

- from P&L account to the P&L profile
- Numbering system for tangible and intangible values



3. Development of enterprise (Strategies, options...)

- Market-oriented (outside-in) and offerings-oriented (inside-out)



4. Closed Loop Business Relations

- planning, design, optimize Value Adding Net [VAN]
- from the supplier of the supplier to the customer of the customer

