Four main views

1. Structuring the Elements of a Corporation
Three levels: Offerings, Processes, Prerequisites

Type of Business
- Products / Goods
- Services
- Rights / Licences

3 types of processes:
Management – Offerings – Background
(= „leading")   creating   fostering

Processes

Departments of enterprise
Primary-Resources

Primary-Resources:
Products
BusinessMeans
Documents
Know-How
Rights
Finance

Departments:
- Marketing & Sales
- Research & Development
- Fabrication & Procuring
- Quality & Environment
- Personnel & Services
- Logistic & Finance

2. Quantifying means (numbers and indicators)

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

Sales

Products BusinessMeans Documents Know-How Rights Finance

Expenses

intangible Value — iV

Vector

total Value

tangible Value — tV

3. Development of Enterprise (Strategies, options....)
- Market-oriented (outside-in) and offerings-oriented (inside-out)

„Outside-In"

Compying need of customers/
markets efficiently

„Inside-Out"

Solving customer's needs
Making markets for
existing potential

4. Closed Loop Business Relations

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

1. Level: Systems   2. Level: Type of Business   3. Level: Primary Resources

before optimizing   after optimizing