

**bengin**

# **Offerings, Strategy and Focus**

Working papers

Draft – Version 1.0

# Mapping Reality

- 1) Structuring
- 2) Quantifying
- 3) Offerings / Deliverables
- 4) Customers, Priorities, Needs

# 1) Structuring



- A company
- A Department
- A Process
- A Project
- An Investment
- etc.

To structure the customers' offerings:  
Their output



What do we offer?

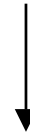


1.1

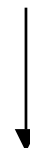
**3 Major offerings:**

- Products
- Services
- Rights

To structure the customers' basic processes:  
Their value production



How do we do it?



1.2

**3 Major processes:**

- Management
- Value Creation
- Background maintenance

To structure the customers' basics:  
Their input



Where do we start?

1.3

1.3.1

1.3.2

**6 Primary resources:**

- Products
- Operative resources
- Documents
- Know-How
- Rights
- Finance

**6 Major departments**

- Marketing & Sales
- R & D
- Procurement & manufacturing
- Quality Assurance & Environment
- Personal & Services
- Logistics & Finance

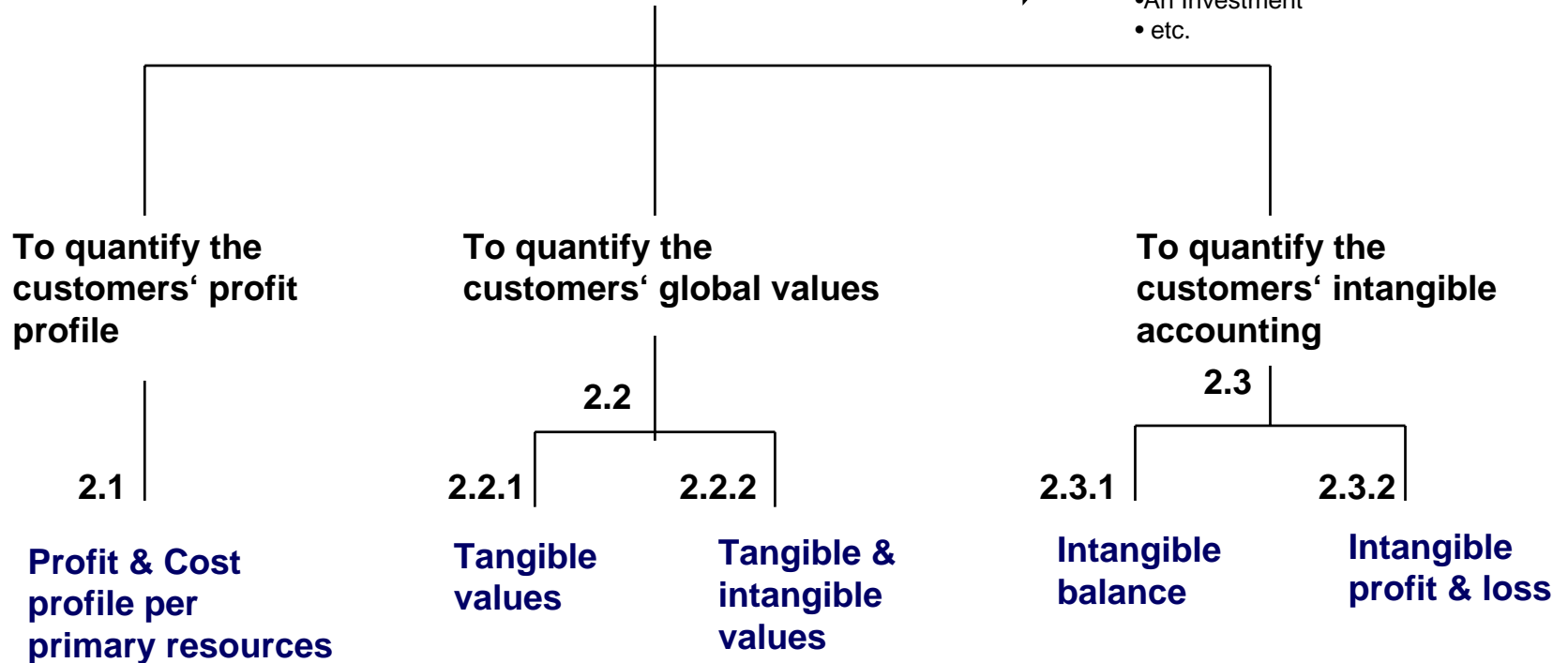
Customer questions:

OUR ANSWERS:

## 2) Quantifying



- A company
- A Department
- A Process
- A Project
- An Investment
- etc.



# Offerings

Family ID	Offering ID	Name	Comments
1.1	1.1	<b>Output structure analysis</b>	
1.2	1.2	<b>Basic processes structure analysis</b>	
1.3	1.3.1	<b>Input structure analysis: 6 Primary resources</b>	
	1.3.2	<b>Input structure analysis: 6 Major departments</b>	
2.1	2.1	<b>Evaluation of Profit &amp; Cost profile</b>	
2.2	2.2.1	<b>Evaluation of the global values: Tangible assets</b>	
	2.2.2	<b>Evaluation of the global values: Tangible &amp; Intangible assets</b>	
2.3	2.3.1	<b>Evaluation of the imaginary accounting: Imaginary Balance</b>	
	2.3.2	<b>Evaluation of the imaginary accounting: Imaginary Profit &amp; Loss</b>	



\* (Braches: FS, Telco, Health, Farma, Energy)

# Offerings vs customers (X = major focus; 1, 2, 3, 4 = priorities)

Offering ID	International Large co. *	Investment firms	Start ups	Consultants	Institution, university	KMU *
1.1	X	X	X	X	X	X 4
1.2	X	X	X	X	X	X
1.3.1	X	X	X	X	X	X
1.3.2	X	X	X	X	X	X
2.1	X	X	X	X	X	X 2
2.2.1	X	X	X	X	X	X
2.2.2	X	X	X	X	X 1	X
2.3.1	X	X	X 3	X	X	X 3
2.3.2	X	X	X	X	X	X

# Offerings vs Business needs: YOU CANNOT MANAGE WHAT YOU CANNOT MEASURE

Offering ID	International Large co.	KMUs	Start ups
2.1			



# Offerings vs Business needs: **YOU CANNOT MANAGE WHAT YOU CANNOT MEASURE**

Offering ID	International Large co.	KMU
2.2.1		<p>To analyze, measure and evaluate the Tangible assets of the company, often defined as Key Performance Indicators.</p> <p>The company can understand and measure their tangible assets in order to to plan and manage their utilization in a more profitable way.</p>
2.2.2	<p>To analyze, measure and evaluate the Intangible assets of the company, e.g. the Know-how, the rights/licenses, the intern. market presence, the networking, the large customer DB, the company name, the technology, the methodology, etc.</p> <p>The company can understand and measure their intangible assets in order to plan and manage their future potential in a unique and profitable way.</p>	<p>To analyze, measure and evaluate the Intangible assets of the company, e.g. the Know-how, the rights/licenses, the flexibility, the innovative technology, the speed, etc.</p> <p>The company can understand and measure their intangible assets in order to plan and manage their future potential in a unique and profitable way.</p>

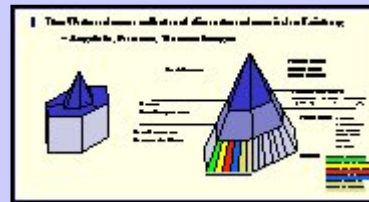
# Offerings vs Business needs: **YOU CANNOT MANAGE WHAT YOU CANNOT MEASURE**

Offering ID	Investment firms	Start ups
<p><b>2.2.2</b></p>	<p>To analyze, measure and evaluate the Intangible assets of an interesting company, where to invest, e.g. the management team, the readiness of the market (for the Company's idea), the competitors presence, the potential exit strategy, the financial market situation, the know-how in the company, the possible use of the Inv. Firm's network, the rights/licenses of the company, the Technology potential, the internal methodology, etc.</p> <p>The company can understand and measure the intangible assets of a company in order to understand and measure the company's potential and therefore to evaluate their Return on Investment.</p>	<p>To analyze, measure and evaluate the Intangible assets of the company, e.g. the Management team, the readiness of the market (for the Company's idea), the competitors presence, the know-how in the company, the rights/licenses of the company, the technology potential, the internal methodology, the team experiences, the product qualities (advantages), etc.</p> <p>The company can measure and therefore Present their intangible assets in order to show/communicate their potential (e.g. the potential ROI for the Investors) to the Investment firms with the goal of rising capital.</p>

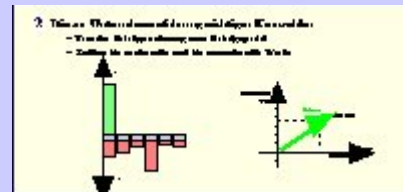
**Pictures**

# We developed the original know-how, the procedures and the instruments to analyze the new Business World and to find the needed Solutions.

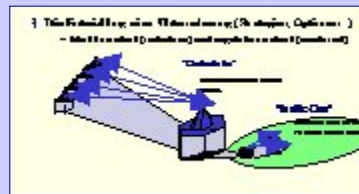
## 1. Structure



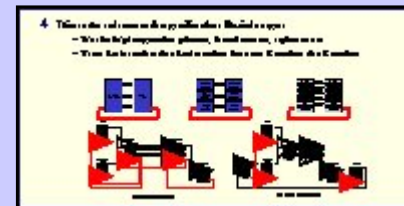
## 2. Quantity



## 3. Direction

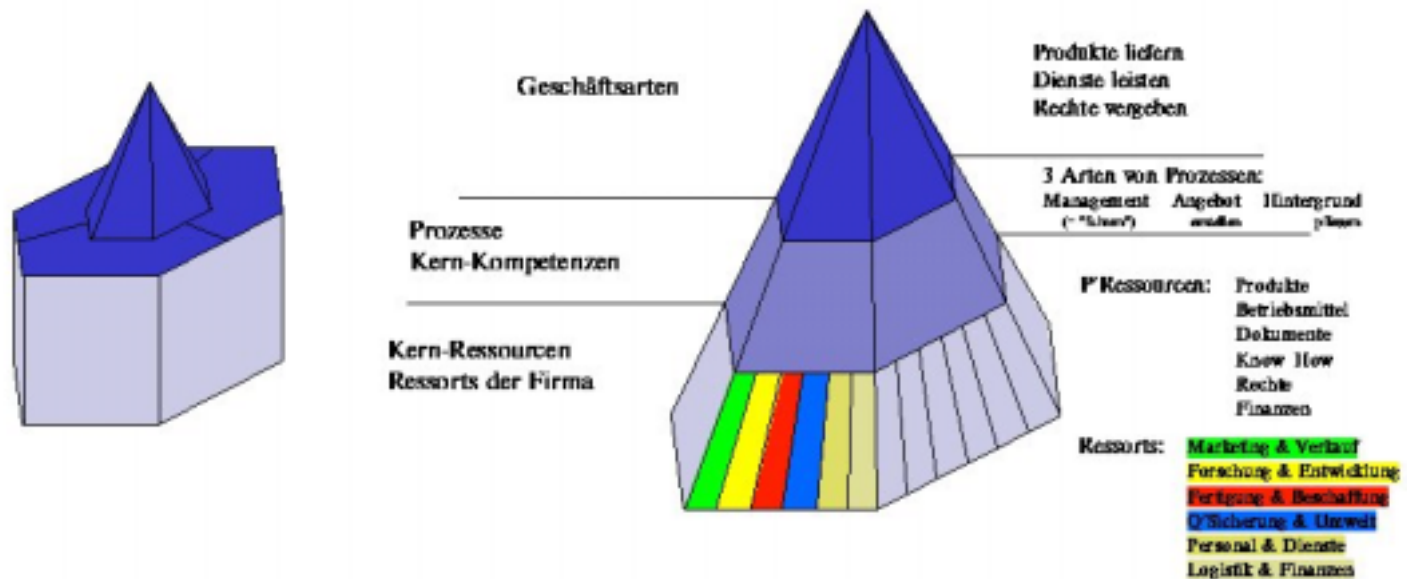


## 4. Optimization



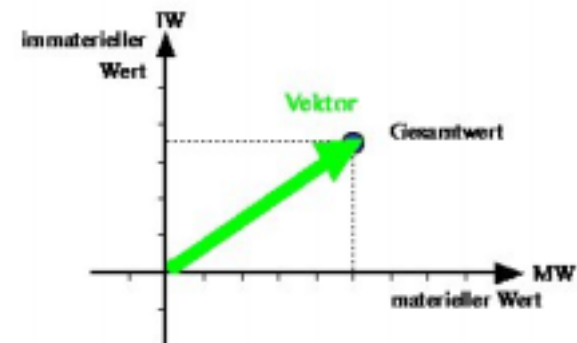
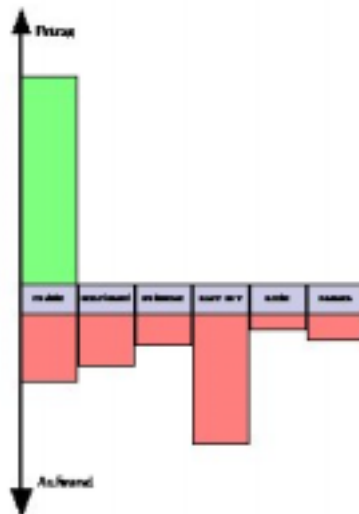
# Das Unternehmen selbst und die unternehmerische Leistung

– Angebote, Prozesse, Voraussetzungen



## Die zur Unternehmensführung wichtigen Kennzahlen

- Von der Erfolgsrechnung zum Erfolgsprofil
- Zahlen für materielle und für immaterielle Werte



Contact:

Peter Bretscher

Ingenieurbüro für Wirtschaftsentwicklung

Alpsteinstrasse 4, CH-9034 Eggersriet

[peter.bretscher@bengin.com](mailto:peter.bretscher@bengin.com)

++41 (0)79 650 49 04