

2: Framing the BIG DECISIONS?

Today most people cannot frame the BIG DECISIONS shown below, into the optimal profit searching sequence - the logic of profit (The Profit Chain™) - can you?

| | |
|----------------------|------------------------|
| Competition | Solutions |
| Tasks | Categories |
| Market opportunities | Business constraints |
| Universe | Wishes/requirements |
| Activities | Product possibilities |
| Budget | Risk Assessment |
| Mission | Rights |
| Design | Varieties |
| Specifications | Production |
| Strategy | Customer possibilities |
| Financial plan | Preference creation |
| Project plan | Interest groups |
| Functions | Brands/supplier |
| Target groups | Supply capability |
| Production process | Identity formation |
| Demand | Delivery |
| Achievement | Price |
| Supply | Resources |
| Success requirements | Control |
| Performance goals | Market contact |
| Concepts | Operation |
| Segmentation | Consumption |
| Structure | Components |
| Market targets | Locations |
| Premises | Timing |
| Quantity | Need recognition |

This page is from the book
"In Search of PROFIT
- from value chain
to profit chain".

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