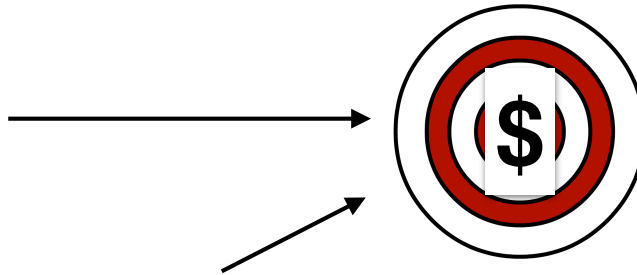


The Business Plan

Where You
Want to Go

Report and Monitor

- * Gross Margin
- * Sales per Customer
- * Net Profit
- * Stock



Scan to
View
Video

Get More Customers
Sell More To Customers
Increase Price

Q: Sales \implies Profit
Q: Customers \implies Sales
Q: Activity \implies Customers

Budget and Planning



What Do You Do? Who Does It? How Well?

Operations
Manual

SW(OT)

Where You
Are Now

History

Why You
Exist

Foundation

Values

Mission
Statement