

BUSINESS BASE MAP

FINANCIAL BUSINESS VALUE

Market's:
Complexity
Turbulence

BUSINESS METAMODEL:

GOALS

Financial policy
Financial rates
Economical rates

Financial goals:
Profit, CF, Knowledge

Growth strategy
IP

REPUTATION

ECONOMIC ENVIRONMENT:
surplus
deficit

STRATEGIES

Strategies

Barriers
CSF

Price

COMBINATION: M – P – C:
M – MARKET

BASE

PRODUCTIVITY

Manufacturing processes

Supply
Manufacture
Sale
Risk management

Customer's relations management (CRM)

Selection
Maintenance
Growth
Promotion

Innovative processes

New product development

Social processes

Human safety
Society
Environment

P – PRODUCT

C - COMPANY

COMPETENCE

Human capital:
Competence
Motivation

Information capital:
Systems
Data

Organization capital:
Values
Structure
Teams