Develop business strategy	Set departmental targets and operational plans
Develop products and services	Sell products and services
Market products and services	Deliver products and services
Support products and services	Bill customer for products and services
Provide technology to support the business	Provide people to support the business

# Set departmental targets and operational plans

Once an over arching business strategy has been defined departments are typically expected to set their own targets and define their own operating plans that will support the delivery of the strategy.

### Develop business strategy

A business strategy sets out the over arching objectives and goals for the organisation. It is driven by market trends, shareholder aspirations and existing capabilities. A strategy is longer term, typically 3-5 years and describes the biggest pieces of work.

#### Sell products and services

When a target market has been identified and made aware of the products and/or services of the company a sales team must turn interest into a paying customer. Sales teams are typically responsible for delivering a signed contract.

#### **Develop products and services**

A business needs to create a product or service that adds value to a customer in return for the customer buying it. Products can be physical or they can be a methodology or experience and expertise. The company needs to define and articulate the value.

#### **Deliver products and services**

Products and services need to be delivered and implemented in the customer's location. This is often chargeable time spent working with the customer or installing and training the customer to use a product. A product can be training or similar non-physical product.

#### Market products and services

A market must be made aware of and educated on the value of the company's products and/or services. Marketing is about identifying that market and creating awareness through communication and content to generate a flow of interested potential customers.

## Bill customer for products and services

Once a product and/or service has been requested and delivered the customer must be notified what it cost and how they should pay. Money is collected through one-off or regular payments.

### Support products and services

Some products and services require on going support for which the customer may pay an on going fee for, or was included in the original price. The customer may need to contact the business and have access to additional support services.

# Provide people to support the business

A business needs paid and skilled employees in order to operate. People need to be identified, recruited and trained to perform in their respective roles in the business.

## Provide technology to support the business

All modern businesses need technology to deliver its products and services in a cost effective way. Equipment, systems and software needs to be purchased, delivered and maintained to ensure maximum efficiency.

Develop business strategy	Set departmental targets and operational plans	Develop products and services
Sell products and services	Market products and services	Deliver products and services
Support products and services	Bill customer for products and services	Provide technology to support the business
	Provide people to support the business	

Develop products and services	Set departmental targets and	Develop business strategy
A business needs to create a product or	operational plans	A business strategy  A business strategy sets out the over
service that adds value to a customer in	Once an over arching business strategy	arching objectives and goals for the
return for the customer buying it. Products	has been defined departments are	organisation. It is driven by market trends,
can be physical or they can be a	typically expected to set their own targets	shareholder aspirations and existing
methodology or experience and expertise.	and define their own operating plans that	capabilities. A strategy is longer term,
The company needs to define and	will support the delivery of the strategy.	typically 3-5 years and describes the
articulate the value.	will support the delivery of the strategy.	biggest pieces of work.
Deliver products and services	Market products and services	Sell products and services
Products and services need to be	A market must be made aware of and	When a target market has been identified
delivered and implemented for the	educated on the value of the company's	and made aware of the products and/or
customer. This is often chargeable time	products and/or services. Marketing is	services of the company a sales team
spent working with the customer or	about identifying that market and creating	must turn interest into a paying customer.
installing and training the customer to use	awareness through communication and	Sales teams are typically responsible for
a product. A product can be training or	content to generate a flow of interested	delivering a signed contract.
similar non-physical product.	potential customers.	activeting a digital continuou
Provide technology to support the	Bill customer for products and	Support products and services
business	services	Some products and services require on
business	services	Some products and services require on
9, 11	•	
business All modern businesses need technology	services Once a product and/or service has been	Some products and services require on going support for which the customer may
business All modern businesses need technology to deliver its products and services in a	services Once a product and/or service has been requested and delivered the customer	Some products and services require on going support for which the customer may pay an on going fee for, or was included
business All modern businesses need technology to deliver its products and services in a cost effective way. Equipment, systems	services Once a product and/or service has been requested and delivered the customer must be notified what it cost and how they	Some products and services require on going support for which the customer may pay an on going fee for, or was included in the original price. The customer may
business All modern businesses need technology to deliver its products and services in a cost effective way. Equipment, systems and software needs to be purchased,	services Once a product and/or service has been requested and delivered the customer must be notified what it cost and how they should pay. Money is collected through	Some products and services require on going support for which the customer may pay an on going fee for, or was included in the original price. The customer may need to contact the business and have
business All modern businesses need technology to deliver its products and services in a cost effective way. Equipment, systems and software needs to be purchased, delivered and maintained to ensure	services Once a product and/or service has been requested and delivered the customer must be notified what it cost and how they should pay. Money is collected through	Some products and services require on going support for which the customer may pay an on going fee for, or was included in the original price. The customer may need to contact the business and have
business All modern businesses need technology to deliver its products and services in a cost effective way. Equipment, systems and software needs to be purchased, delivered and maintained to ensure	Services Once a product and/or service has been requested and delivered the customer must be notified what it cost and how they should pay. Money is collected through one-off or regular payments.	Some products and services require on going support for which the customer may pay an on going fee for, or was included in the original price. The customer may need to contact the business and have
business All modern businesses need technology to deliver its products and services in a cost effective way. Equipment, systems and software needs to be purchased, delivered and maintained to ensure	services Once a product and/or service has been requested and delivered the customer must be notified what it cost and how they should pay. Money is collected through one-off or regular payments.  Provide people to support the business A business needs paid and skilled	Some products and services require on going support for which the customer may pay an on going fee for, or was included in the original price. The customer may need to contact the business and have
business All modern businesses need technology to deliver its products and services in a cost effective way. Equipment, systems and software needs to be purchased, delivered and maintained to ensure	services Once a product and/or service has been requested and delivered the customer must be notified what it cost and how they should pay. Money is collected through one-off or regular payments.  Provide people to support the business A business needs paid and skilled employees in order to operate. People	Some products and services require on going support for which the customer may pay an on going fee for, or was included in the original price. The customer may need to contact the business and have
business All modern businesses need technology to deliver its products and services in a cost effective way. Equipment, systems and software needs to be purchased, delivered and maintained to ensure	services Once a product and/or service has been requested and delivered the customer must be notified what it cost and how they should pay. Money is collected through one-off or regular payments.  Provide people to support the business A business needs paid and skilled employees in order to operate. People need to be identified, recruited and trained	Some products and services require on going support for which the customer may pay an on going fee for, or was included in the original price. The customer may need to contact the business and have
business All modern businesses need technology to deliver its products and services in a cost effective way. Equipment, systems and software needs to be purchased, delivered and maintained to ensure	services Once a product and/or service has been requested and delivered the customer must be notified what it cost and how they should pay. Money is collected through one-off or regular payments.  Provide people to support the business A business needs paid and skilled employees in order to operate. People need to be identified, recruited and trained to perform in their respective roles in the	Some products and services require on going support for which the customer may pay an on going fee for, or was included in the original price. The customer may need to contact the business and have
business All modern businesses need technology to deliver its products and services in a cost effective way. Equipment, systems and software needs to be purchased, delivered and maintained to ensure	services Once a product and/or service has been requested and delivered the customer must be notified what it cost and how they should pay. Money is collected through one-off or regular payments.  Provide people to support the business A business needs paid and skilled employees in order to operate. People need to be identified, recruited and trained	Some products and services require on going support for which the customer may pay an on going fee for, or was included in the original price. The customer may need to contact the business and have