

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

<p>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.</p>	<p>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.</p>
<p>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.</p>	<p>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.</p>
<p>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.</p>	<p>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.</p>
<p>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.</p>	<p>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.</p>
<p>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.</p>	<p>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.</p>

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	

<p>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.</p>	<p>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.</p>	<p>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.</p>
<p>Deliver products and services Products and services need to be delivered and implemented for the customer. 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.</p>	<p>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.</p>	<p>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.</p>
<p>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.</p>	<p>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.</p>	<p>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.</p>
	<p>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.</p>	