Improvement Audit Report

Action ID: **1.11**   *Investigate new markets & products*

Question #	Question
1	*Does the action add value?*

Answer

The credibility of the Marketing Plan and the inherent forecasts depend on this Action. It is impossible to justify any marketing or revenue forecasts without this intelligence. |

2	*What values does it add?*

Answer

(a) Competitive differentiation of products and services. (b) Improvement in our Net Profit by new product introduction.|

3	*What could go wrong?*

Answer

Better knowledge of our competitor's strategies so that we can be assured that we are investigating markets that will retain our competitiveness.

4	*How likely is that?*

Answer

Difficult to quantify in $ terms before completing the investigation, so the real value will be determined by the forecasts that evolve from market analysis. Unless the incremental profit forecast is greater than $100k per year then entry into this market would not be justified. |

5	*What could be done to mitigate that risk?*

Answer

(a) Retain external specialist researches. (b) Expand our marketing staff. (c) Recruit a researcher from our competition.

6	*Are there procedures to follow? What?*

Answer

Staff must define the scope of the investigation and determine all desired outcomes so that the resources employed are utilised productively.

7	*Are there forms to be filled in? What?*

Answer

No standard method currently exists within the Company, however there are New Market Rearch guidelines provided by the Direct Marketing Association and these should be used to develop the scope of this Action.|
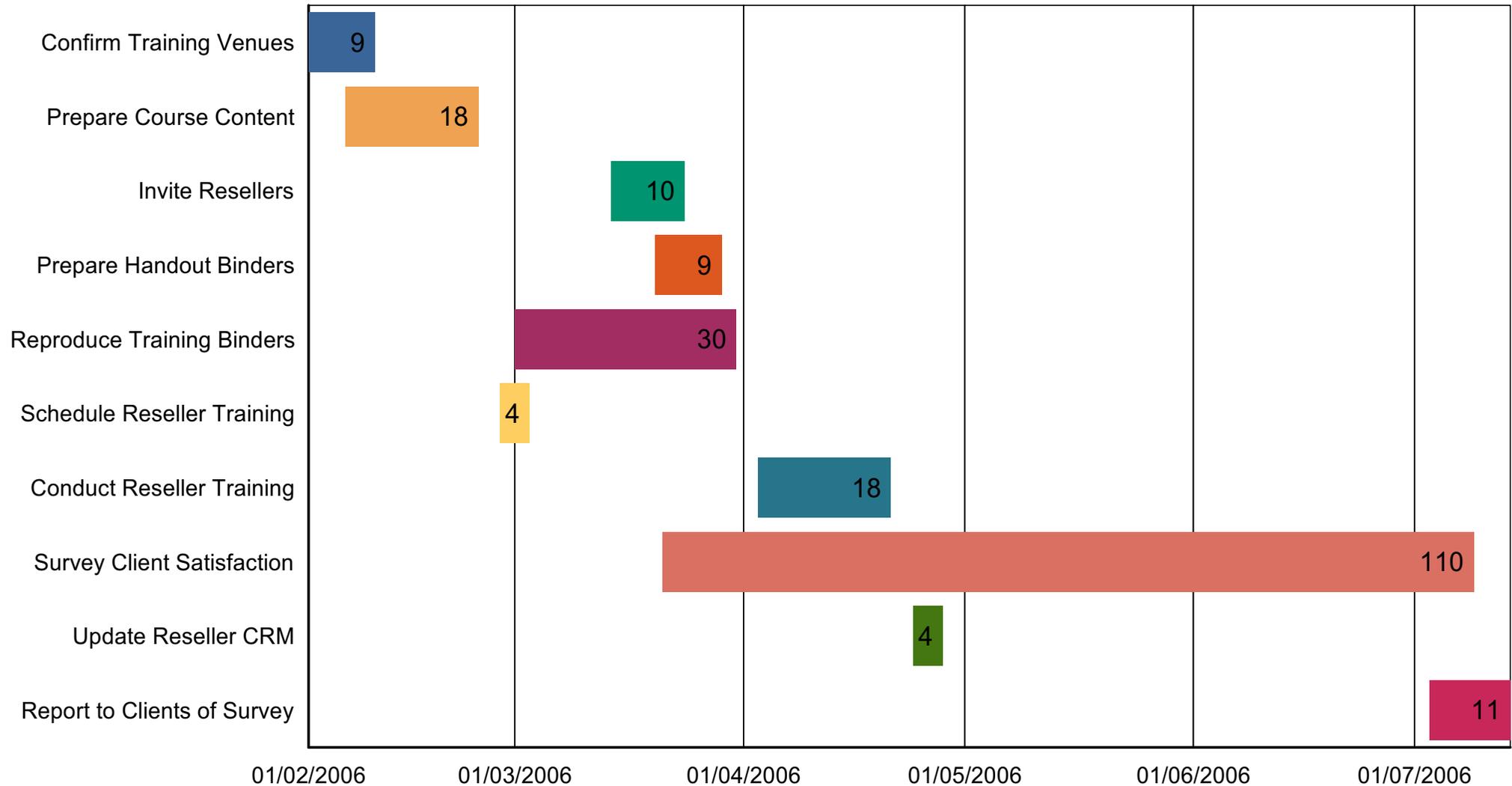
Question #	Question
8	*Is there information the operator should know?*
	Answer
	We need to know more about existing products in the target market segment.
9	*How is the performance to be measured?*
	Answer
	Performance should be measured in terms of approved new products and projected incremental net profit improvements.
10	*What is the target measure?*
	Answer
	Incremental net profit forecast >$100K|
11	*What is the current performance like?*
	Answer
	Unacceptable. No new market research has been carried out by the company since formation.
12	*How could it be improved?*
	Answer
	A higher level of focus by senior management of the importance of market research is critical to the on-going success of this Action.
13	*What does the action cost?*
	Answer
	This will depend on the scope defined but an Internal Rate of Return of 20% must be achieved in 12 months.|
14	*How long does it take to do?*
	Answer
	The final report must be available within 3 months from approved commencement of the project.
15	*What are the recommendations?*
	Answer
	Define the scope of a special research product and assign a recommended budget for approval.

Project Summary Report

Project Name: Marketing Improvement Project

Task	Duration
Confirm Training Venues	9
Prepare Course Content	18
Invite Resellers	10
Prepare Handout Binders	9
Reproduce Training Binders	30
Schedule Reseller Training	4
Conduct Reseller Training	18
Survey Client Satisfaction	110
Update Reseller CRM	4
Report to Clients of Survey	11

Timeline: 01/02/2006 — 01/03/2006 — 01/04/2006 — 01/05/2006 — 01/06/2006 — 01/07/2006

Project Summary Report

Project Name: Marketing Improvement Project

Item Order	Project Action	Who to do	Start Date	End Date	Status
002.01	Confirm Training Venues	Mary Guest	2/1/2006	2/10/2006	Complete
002.10	Prepare Course Content	Richard Burley	2/6/2006	2/24/2006	Complete
002.15	Invite Resellers	Blake Wilson	3/14/2006	3/24/2006	Complete
002.20	Prepare Handout Binders	Richard Burley	3/20/2006	3/29/2006	In Progress
002.25	Reproduce Training Binders	Richard Burley	3/1/2006	3/31/2006	In Progress
002.30	Schedule Reseller Training	John Troughton	2/27/2006	3/3/2006	Complete
003.00	Conduct Reseller Training	John Troughton	4/3/2006	4/21/2006	Scheduled
003.50	Survey Client Satisfaction	Richard Burley	3/21/2006	7/9/2006	In Progress
004.00	Update Reseller CRM	Andrew Leap	4/24/2006	4/28/2006	To Be Scheduled
005.00	Report to Clients of Survey	Andrew Leap	7/3/2006	7/14/2006	To Be Scheduled

Project Overdue Actions Report

Project Name: Marketing Improvement Project   Project-ID: **BIP01**

Item Order	Project Action	Who to do	Start Date	End Date	Status
002.20	Prepare Handout Binders	Richard Burley	3/20/2006	3/29/2006	In Progress
002.25	Reproduce Training Binders	Richard Burley	3/1/2006	3/31/2006	In Progress
003.00	Conduct Reseller Training	John Troughton	4/3/2006	4/21/2006	Scheduled
004.00	Update Reseller CRM	Andrew Leap	4/24/2006	4/28/2006	To Be Schedule

All Projects Overdue Actions Report

Item #	Overdue Project Action	Who to do	Start Date	Date Due	Status
Project Name:	**Marketing Improvement Project**				
002.20	Prepare Handout Binders	Richard Burley	3/20/2006	3/29/2006	In Progress
002.25	Reproduce Training Binders	Richard Burley	3/1/2006	3/31/2006	In Progress
003.00	Conduct Reseller Training	John Troughton	4/3/2006	4/21/2006	Scheduled
004.00	Update Reseller CRM	Andrew Leap	4/24/2006	4/28/2006	To Be Schedule
Project Name:	**New Test Project 6**				
001.00	Project Action #1	John Troughton	3/21/2006	3/26/2006	Scheduled
002.00	Project Action #2	Richard Burley	3/26/2006	4/5/2006	Scheduled
003.00	Project Action #3	Richard Burley	3/31/2006	4/5/2006	To Be Schedule
004.00	Project Action #4	John Smith	4/5/2006	4/20/2006	To Be Schedule
005.00	Project Action #5	Richard Burley	4/10/2006	4/20/2006	Scheduled
Project Name:	**Sample Project - ET1**				
001.00	Task1	Richard Burley	4/3/2006	4/13/2006	Scheduled
002.00	Task2	Eric Tjoeng	4/3/2006	4/23/2006	Scheduled
Project Name:	**Test Project 7**				
001.00	PA-1	Clair Leap	3/22/2006	4/21/2006	Scheduled
002.00	Project Action #2	Clair Leap	3/27/2006	4/11/2006	To Be Schedule
Project Name:	**Test Project-1**				
003.05	Item3	Richard Burley	3/7/2006	4/2/2006	In Progress
004.00	Project Action #4	John Smith	3/17/2006	3/24/2006	To Be Schedule
Project Name:	**Test-3**				
002.00	Confirm Resources	Richard Burley	3/16/2006	3/24/2006	Scheduled
003.00	Brief Project Resources	Richard Burley	3/24/2006	3/27/2006	Scheduled

Incidents Overdue Report

Incident Category:

Date Raised	Incident Overdue	ID	Person to Resolve	DateDue	Initiated by	Status
Customer						
5/5/2006	Goods returned faulty	1.11	Richard Burley	5/9/2006	Richard Burley	Active
6/1/2006	Unhappy with product qu	1.12	Richard Burley	6/6/2006	Richard Burley	Active
1/13/2006	Late delivery	1.13	John Troughton	1/16/2006	Richard Burley	New
5/12/2006	Delayed deliver	4.44	Richard Burley	5/22/2006	Richard Burley	Active
OH&S						
4/3/2006	Personal Injury	1.25	Eric Tjoeng	4/7/2006	Eric Tjoeng	Active
1/14/2006	RSI Complaint	1.31	Blake Wilson	1/22/2006	Richard Burley	Active
6/9/2006	No Danger sign	2.54	Richard Burley	6/14/2006	Richard Burley	New
1/13/2006	Wet floor	5.51	Richard Burley	1/17/2006	Mary Guest	New
Retail						
1/13/2006	Newspaper article	1.11	Richard Burley	6/24/2006	John Troughton	Active
Supplier						
3/22/2006	Faulty paper delivered	1.45	Richard Burley	3/22/2006	John Smith	New

AMS improves what <u>all</u> businesses "do"

Business produces a strategic 'go-to-market' approach

AMS creates the Strategic Business 5x5

Business implements business processes

AMS develops Business DNA of Operational Actions

Give people things to do	Develop ways to do things better	Make Changes	Handle Exceptions
Assign Accountability Create Job 5x5's	Assess Business Risks Conduct Improvement Audits	Manage Improvement Projects	Resolve Incidents

Provide access to required knowledge

AMS links all business knowledge to DNA Actions or Job 5x5 Actions

Set Targets & Measure Results

Review People Performance	Report Business Operations & Exceptions

This is how <u>AMS</u> improves each operational area of a business !!!

Define Strategies (1/1/RB.1/EN/202.124.082.116)

Saved   ?   G

BusinessName DemoCompany Pty Ltd

Business Purpose Improve Franchise efficiency and profit by Systematisation of business operations & systems

Business Summary

Business 5 x 5

Business DNA

1. Grow New Business and Departments	2. Develop Cool Software	3. Personalise Client Support	4. Improve our Business Processes	5. Grow Our Company & People
1. 1 Develop Marketing Strategy	2. 1 Research Rapid Development Methods	3. 1 Strive for Product Knowledge Excellence	4. 1 Develop Operational Procedures	5. 1 Activate Strategic Plans
1. 2 Reach our Buyers	2. 2 Design Intuitive Applications	3. 2 Build Close Client Relationships	4. 2 Create and Manage Staff Expectations	5. 2 Reward & Recognition
1. 3 Feed the CRM	2. 3 Build Innovative Re-usable Solutions	3. 3 Access to Tools & Resources	4. 3 Manage and Schedule Projects	5. 3 Obtain Funding for Growth
1. 4 Progress New Client Tactics	2. 4 Practical User Implementation	3. 4 Own all Client Issues	4. 4 Manage Company Financials	5. 4 Engage all Stakeholders
1. 5 Measure Results from Client Base	2. 5 Maintain High Software Standards	3. 5 Provide Training & Implementation	4. 5 Maintain & Update AMS	5. 5 Balance Office Fun & Work

[RB.1, 01/09/2006, 16:12:41][Help@TheManagementPractice.com]