



Vulnerability Analysis for current profile

All rights reserved as per the rules of the Hackathon. This content is being showcased in the Data Natives Unlimited submission and earlier in the Goodwill at Work submission.

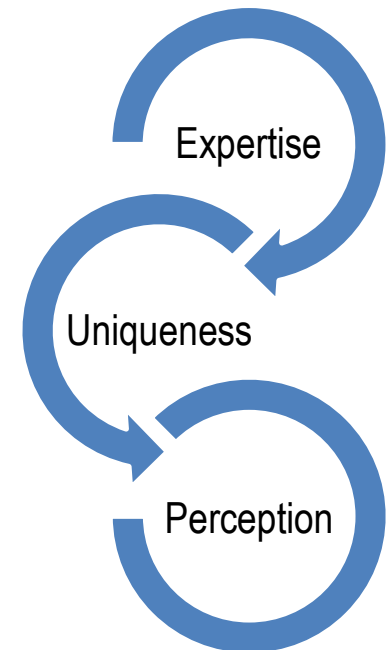


Analysis of current profile

- A typical cradle to grave profile for a business should include sections like
- 1. Vision, Business Role and **Code Of Business Interest (details in MIR standard)**
- 2. Identification of Actual and Potential Markets
- 3. Segmentation
- 4. Target Groups
- 5. Service Quality Dimensions
- 6. Distinctiveness
- 7. Competitive differentiation
- 8. Relationship with changing environment
- 9. Relationship with competitors
- 10. Relationship with associated solution or service providers, manufacturers
- 11. Pricing practices
- 12. Organization for marketing
- 13. Marketing promotions
- 14. Market research
- 15. Gap analysis for continual excellence

Analysis of current profile

- The need today is to not only position a business's solutions, products or services, but to also design a management framework that builds a competitive organizational image with decision making for Sustainable Development and Growth.
- This management framework must focus on what can improve the perception of the organization in the minds of manufacturers/suppliers/people, by helping make the organization distinctive, credible, continual and deserving.
- This standard includes different questions for the profile,
 - where these questions help identify the gaps in the
 - SD & G strategy. The questions are framed to identify
 - the strengths, and weaknesses of the SD & G strategy,
 - keeping in mind the vision that a business development
 - Team must focus on the need to use latest concepts,
 - modalities and practices.



Analysis of current profile

- The questionnaire includes questions for previously mentioned sections of a typical profile.
- **A. Actual and Potential Market**
- a. Does your organization identify the market for its solutions, products & services on the basis of the following factors:
 - **1.Environmental factors** like
 - ☐ **Current requirements & problems** of people in a **specific producer/consumer segment?** Yes/No/Partially
 - ☐ **Current requirements & problems** of people in a **location, region or city?** Yes/No/Partially
 - ☐ **The emerging need for specialty solution or service providers** who can provide products, systems and services to meet demands **under one roof** ? Yes/No/Partially
 - ☐ **The emerging need for product development organizations or service providers** who can be relied on by other providers to provide **assembly level or value added products and deliver distinctive or equally competent services?** Yes/No/Partially

Analysis of current profile

- **▯ Emerging need for different sustainable solutions, products and services that help in Environment Conservation, Climate Change Mitigation, Risk mitigation for people?**
Yes/No/Partially
- **▯ Fulfillment to satisfy any intuitive or research based findings** that identifies that people/manufacturers would need products and services of a particular kind in the next few years?
Yes/No/Partially
- **▯ Anticipatory area fulfillment to satisfy a vision for a healthier country, city or region?**
Yes/No/Partially
- **▯ Adherence to a vision or policies by government to make particular aspects of the associated producer/consumer segment high-performing, adept, accountable and affordable for sustainability?** Yes/No/Partially
- **▯ Need to also function as a link to a MIR information hub** that detects, records, and reports cases to assess any causation, emergence and spread of patterns that affect sustainability and climate change mitigation? Yes/No/Partially

Analysis of current profile

- **2.Organizational factors** like
- ☐ Does your organization **differentiate** what it does to satisfy actual and potential markets? Yes/No/Partially
- ☐ Does your organization include in its SD & G strategy **different focus for the actual and potential markets**? Yes/No/Partially
- ☐ Does your organization design a **separate organizational performance program for marketing for actual markets**? Yes/No/Partially
- ☐ Does your organization design a **separate organizational performance program for marketing for potential markets**? Yes/No/Partially
- ☐ Does the **organizational performance program** for marketing for **actual markets** include the following:
- ☐ **A. Survey or Feedback Action Programme**? Yes/No/Partially

Analysis of current profile

- ☐ **B. Complaint Redressal Programme?** Yes/No/Partially
- ☐ **C. Guaranteed customer friendly and sustainable delivery model based procedures** for customers/manufacturers/suppliers? Yes/No/Partially
- ☐ **D. Guaranteed fair treatment and equal opportunity procedure** for staff/consultants/partners/supply chain associates? Yes/No/Partially
- ☐ **E. Leadership evaluation, teamwork and quality awareness** process? Yes/No/Partially
- ☐ **F. Solution, Product & Services quality assessment, improvement and continual excellence** process? Yes/No/Partially
- ☐ **G. Sustainable development model assessment, improvement and continual excellence** process? Yes/No/Partially

Analysis of current profile

- Does the organizational performance program for marketing for **potential markets** include the following:
- ☐ **A. What-else-is-needed** “Survey or Feedback Action Programme”? Yes/No/Partially
- ☐ **B. Solution, System or Product Behavior Evaluation Process?** Yes/No/Partially
- ☐ **C. Consumer Behavior Evaluation Process?** Yes/No/Partially
- ☐ **D. Market research and Trends Evaluation Process?** Yes/No/Partially
- ☐ **E. Agility and Change management Evaluation Process?** Yes/No/ Partially

Analysis of current profile

- **3. Technological factors** like
 - ☐ Does your organization have a process to assess **Site and Facility readiness and sufficiency**? Yes/No/Partially
 - ☐ Does your organization have a process to assess **Point of sale/contact readiness and sufficiency**? Yes/No/Partially
 - ☐ Does your organization have a process to assess **Equipment performance and sufficiency**? Yes/No/Partially
 - ☐ Does your organization have a process to assess **Resource requirements** from time to time and **capability** of organization to meet this demand? Yes/No/Partially
 - ☐ Does your organization have a process to assess **need for latest or more advanced state of art technology** from time to time to ensure effectiveness and competitive edge in services? Yes/No/Partially

Analysis of current profile

- **4. Psychological factors** like
 - ☐ Does your organization have a process to ensure **feeling of satisfaction by the customer/manufacturer/supplier** all the time? Yes/No/Partially
 - ☐ Does your organization have a process to ensure **staff feel wanted and comfortable** at work? Yes/No/Partially
 - ☐ Does your organization have a process to **know the customer/manufacturer/supplier** better? Yes/No/Partially
 - ☐ Does your organization have a process (from time to time) to **improve its public image and organizational presence** to ensure more business and deservedness? Yes/No/Partially
 - ☐ Does your organization have a process to **identify and influence potential customers for specific products and services**? Yes/No/Partially

Analysis of current profile

- **B.Segmentation**
- a.Does your organization identify the segments for its market on the basis of the following classifications:
- **1.Geographical segmentation (this has been done for a country like India, but rural segmentation may differ from country to country)**
- ☐ Producer/Consumer segment customers/manufacturers/suppliers? Yes/No
- ☐ SD & G and Innovations led customers/manufacturers/suppliers? Yes/No
- ☐ Urban customers/manufacturers/suppliers? Yes/No
- ☐ Sub-urban customers/manufacturers/suppliers? Yes/No/Partially
- ☐ Rural customers/manufacturers/suppliers? Yes/No/Partially
- ☐ Tourism specific customers? Yes/No/Partially

Analysis of current profile

- **Demographic and socio-economic segmentation like**
 - ☐ Dynamics and Exclusiveness of Eco-state Zone? Yes/No
 - ☐ Exclusiveness of customers/manufacturers/suppliers? Yes/No
 - ☐ Business size or expected business size of customers? Yes/No
 - ☐ Age of customers? Yes/No
 - ☐ Gender of customers? Yes/No
 - ☐ Family size or expected family size of customers? Yes/No
 - ☐ Social class of customers? Yes/No
 - ☐ Religion / Ethnic background of customers? Yes/No
 - ☐ Education level of customers? Yes/No
 - ☐ Income level of customers? Yes/No
 - ☐ Insurance policy holders? Yes/No

Analysis of current profile

- **3. Psychographic segmentation** like
 - ☐ Lifestyle of customers? Yes/No
 - ☐ Attitude of customers/manufacturers/suppliers? Yes/No
 - ☐ Business development traits of manufacturers/suppliers? Yes/No
 - ☐ Personality traits of customers? Yes/No
 - ☐ Question as to what does sustainability mean to the customer/manufacturer/supplier? Yes/No
 - ☐ Question as to what does positive health mean to the customer/manufacturer/supplier? Yes/No

Analysis of current profile

- **4.Benefit segmentation** like
 - ☐ Need for Eco-state Zone? Yes/No
 - ☐ Need for customer/manufacturer/supplier? Yes/No
 - ☐ Need for producer/consumer segment? Yes/No
 - ☐ Benefits being sought? Yes/No
 - ☐ Nature of licensing being sought? Yes/No
 - ☐ Willingness to spend for needs/benefits? Yes/No

Analysis of current profile

- **5.Utilization segmentation** like
 - ☐ Need based utilization of solution/product/service? Yes/No
 - ☐ Emergency need/problem resolution based utilization of solution/product/service? Yes/No
 - ☐ Special sustainability features based utilization of solution/product/service? Yes/No
 - ☐ Cost benefits or exclusive licensing based utilization of solution/product/service? Yes/No
 - ☐ Personal wellness based utilization of solution/product/service? Yes/No
 - ☐ Continual need based utilization of solution/product/service? Yes/No
 - ☐ Referrals based utilization of solution/product/service? Yes/No

Analysis of current profile

- **6.Loyalty segmentation** like
 - ☐ Eco-state Zone relative solution based loyalty? Yes/No
 - ☐ Sustainable solution based loyalty? Yes/No
 - ☐ Nature of licensing based business understanding or loyalty? Yes/No
 - ☐ Referrals based business understanding or loyalty? Yes/No
 - ☐ Health condition based loyalty? Yes/No
 - ☐ Related to exclusive features and services based loyalty? Yes/No
 - ☐ Related to comfort levels based loyalty? Yes/No
 - ☐ Continual need based loyalty? Yes/No

Analysis of current profile

- The SD & G strategy for this kind of segmentation should include the following reviews:
- a. Does your organization consider any particular segment or segments to be more important for its business and does business development team have a mix of SD & G elements to help the organization meet its goals? Yes/No/Partially
- b. Does your organization need business development to be more interactive for a particular segment and is this being fulfilled satisfactorily? Yes/No/Partially
- c. Does your organization decide the manufacturing/production/service levels that it will be able to meet for a particular segment, and does business development function to help it meet these targets? Yes/No/Partially
- d. Does your organization decide the nature of manufacturer/supplier relationship that it will need for a particular segment, and does business development function to help it meet these targets? Yes/No/Partially
- e. Does your organization decide the nature of customer relationship that it will need for a particular segment, and does business development function to help it meet these targets? Yes/No/Partially

Analysis of current profile

- C.Target Groups
- a.The different target groups that your SD & G strategy will target depends upon the nature of solutions, products and services being offered. Some examples could be
 - Exclusiveness of business interests? Yes/No
 - Dynamics and Exclusiveness of Eco-state Zone? Yes/No
 - Exclusiveness in sustainable nature of solution? Yes/No
 - Exclusiveness in performance assessment and diagnostic services? Yes/No
 - Exclusiveness for lifestyle? Yes/No
 - Exclusiveness for services offered for vulnerable/children/elders/disabled? Yes/No
- b. Your SD & G strategy will need to consider the influencers on customers/manufacturers/suppliers belonging to a particular target group. The guide proceeds to review some of the aspects that your SD & G team will need to focus on.

Analysis of current profile

- Some influencers that business development will need to focus on for the organization's Target Groups
- ☐ Need for satisfactory/exemplar need specific fulfillment? Yes/No
- ☐ Need for exclusive licensing based need fulfillment? Yes/No
- ☐ Need for **high quality and top class performance** products and services? Yes/No
- ☐ Degree of awareness of customer/manufacture/supplier? Yes/No
- ☐ Conditioning of customer to act for a macro-level vision (Eco-state) or need or problem? Yes/No
- ☐ Satisfaction level expected by customer/manufacture/supplier? Yes/No
- ☐ Ability/Degree of motivation of customer/manufacture/supplier to be participative and provide feedback? Yes/No
- ☐ Need for customer relationship management? Yes/No
- ☐ Need for manufacture/supplier relationship building? Yes/No
- ☐ Importance of feedback/complaints recording? Yes/No
- ☐ Need for organization to be retentive about how the product and services helped? Yes/No
- ☐ Need for organization to ensure people have the right perception of the capabilities of the organization in specific services? Yes/No
- ☐ Need for continual services? Yes/No

Analysis of current profile

- It is vital for the business development team to understand that each of these influencers have different priorities and levels of details for each of the target groups.
- As the purchasing patterns are different for each of these target groups, the impact of marketing and/or promotion efforts is different for each of these groups.
- Marketing & management will also need to ensure there is a close match between the need to provide a holistic nature of solutions, products and services in comparison with what is being offered, where the need to be holistic is identified either by the customer experience or by relating to competitors etc.
- To achieve completeness, it is important to not only measure the current levels of customer satisfaction but to design a SD & G / Customer Performance Program for each target group.

Analysis of current profile

- A typical SD & G / Customer Performance Program will focus on:
 1. Eco-state zoning and CCMA practices
 2. Manufacturer/Supplier investment practices
 3. Customer buying practices
 4. Different choices or defection patterns of such customers/manufacturers/suppliers
 5. Packaging, price reductions and other incentives that have value
 6. Opportunities for personalizing offer of solutions, products and services
 7. Appropriate timing and frequency of solutions, products & services promotions
 8. Strategies for effective customer/manufacturer/supplier retention
 9. Actions that make a difference

Analysis of current profile

- 10. Gap analysis to prioritize, plan and transform
- 11. Continual target group differentiation
- Most of the areas need common thinking, but the area called target group differentiation needs special mention. The program must consider the following current criteria for this:
 - *. Influence of Eco-state Zone on organization's business
 - 1. Significance of area to organization's business
 - 2. Current share in organization's business
 - 3. Current gross profit from this area
 - 4. Trends of increased/decreased revenue from this area

Analysis of current profile

- 5.Trends of cross-selling other solutions, products and services due to this area
- 6.Trends of customer satisfaction in this area
- 7.Trends of staff competitiveness in this area
- 8.Degree of innovation shown in this area
- The program must consider the following potential criteria for this:
 - *.Potential for this area to be a significant area for Eco-state Zone
 - 1.Potential for this area to be a significant area for organization's business
 - 2.Potential share in organization's business
 - 3.Potential gross profit earning capacity from this area

Analysis of current profile

- 4.Potential to increase/decrease revenue from this area
- 5.Potential to cross-sell other solutions, products and services due to this area
- 6.Potential to partner or improve referrals in this area
- 7.Potential for added information gathering/feedback/surveys/complaint recording in this area
- 8.Potential for improvement in this area
- 9.Potential for innovation in this area

Analysis of current profile

- The SD & G / Customer Performance Program can compile a questionnaire that facilitates the reviewing team to associate the following indicators for each aspect
 - There is a clear picture of the performance in this area
 - The organization has only a partial picture of the performance in this area
 - The organization has silos or insufficient information of performance in this area
 - There are a lot of issues or complaints in this area
 - The add-value model is under development for this area
 - There is no management attention for this area
 - There is no Eco-state Zone attention for this area

Analysis of current profile

- **D.Service Quality Dimensions**
- The customer/manufacturer/supplier not only judges what is being offered as the product or solution, but also pays attention to how associated services are being delivered. There are 5-7 dimensions thought important for excellent product development services i.e.
- **1.Quality control in lifecycle** -Is this aspect measurable in your organization? Yes/No/Partially
- **2.Reliability in lifecycle** -Is this aspect measurable in your organization? Yes/No/Partially
- **3.Sustainability in lifecycle** -Is this aspect measurable in your organization? Yes/No/Partially
- **4.Responsiveness in lifecycle** -Is this aspect measurable in your organization?
Yes/No/Partially
- **5.Satisfaction levels or assurance felt** -Is this aspect important in your organization?
Yes/No/Partially

Analysis of current profile

- **6.Customer friendliness shown** -Is this aspect important in your organization?
Yes/No/Partially
- **7.High quality Tangible evidence** (like facilities, point of sale outlets, equipment, personnel, records, written material etc) -Is this aspect measurable in your organization? Yes/No/Partially
- For the business development team, studies have also shown that certain traits decide how a customer/manufacturer/supplier forms an opinion. The **main traits** are
 - 1.Need understanding and investment options
 - 2.Attitude and intention
 - 3.Personality traits
 - 4.Social traits
 - 5.Demographic and Eco-state Zone traits
 - 6.Greater interest, awareness and knowledge
 - 7.Loyalty due to past experiences, success stories, family or peer group preferences and influences

Analysis of current profile

- It is important for the business development team to empower the customer/manufacturer/supplier in sharing perception or opinion with others. This can be done by encouraging the customer to share information about the solution, product and services experience. The section that follows illustrates some aspects of the questioning.
- **Socio-metric questioning for opinion formation**
- **a. Customer's interest to provide information to others**
- 1. Will you recommend this organization or product to others?
- 2. Will you need assistance from the organization in doing this?
- 3. Will you need the customer service department to initiate any communication with your referrals?
- 4. Is there any reason why you will suggest others should opt for solutions/products/services from this organization?

Analysis of current profile

- 5. Is there any reason why you will suggest others should not opt for solutions/products/services from this organization?
- **b. Did the customer receive information from others?**
- 1. What was the first influence on you for selecting this organization or its products?
- 2. Was there any inter-personal influence that made you select this organization or its products?
- 3. Was there any inter-personal influence that made you debate or further evaluate as to why you should select this organization or its products?
- 4. Was the decision to opt for this organization or its products made after gathering details, evaluating options and choosing of best available alternate?

Analysis of current profile

- 5. Was making a decision to opt for this organization or its products difficult due to lack of clarity or non-availability of information?
- 6. Did you as a customer/manufacturer/supplier face any difficulty in seeking solutions/products/services from this organization?
- 7. Will you like to share details about your first contact with this organization, as this will help the management improve customer relations?

Analysis of current profile

- **E.Distinctiveness**
- The distinctiveness of your organization's solutions, products and services influence the role of the business development team, where studies have shown that these influences can be categorized into 4 main areas of business development i.e.
- **1.SD & G planning that depends upon**
 - a.Understanding of demand for your solutions, products and services
 - b.Seasonality or frequency of this demand
 - c.Basis for competition
 - d.Alternatives available to consumer or replacements in choice made
 - e.Consumer awareness and how reachable is your organization
 - f.Organizational image and Consumer reaction
 - g.Quality of service and Need satisfaction
 - h.Post purchase services
 - i.Budgeting and Cost allocation to deliver high quality products and services

Analysis of current profile

- **2.SD & G strategy that depends upon**
 - a.Orientation within organization to deliver competitive and distinct solutions, products and services
 - b.Continual improvement in focus on consumer expectations
 - c.Approach to ensure reputation, credibility, continuity, deservedness with profitability
 - d.Gap analysis to ensure organizational strategies are in synch with latest trends, requirements and Eco-state zone dynamics
- **3.SD & G operations that depend upon**
 - a.Efforts to involve the customer/manufacturer/supplier (feedback/surveys/recording of complaints)
 - b.Need for high quality customer experience
 - c.Focus on facilities and associated environment
 - d.Focusing on need for location convenience, accessibility, nature of licensing etc
 - e.Focusing on well-designed processes and workflow
 - f.Focus on prioritizing of delivery, scheduling, ensuring of minimal order completion or resolution time
 - g.Focus on excellence in quality standards

Analysis of current profile

- h. Focusing on proper work environment for staff, and human resource development/management/training
- i. Focusing on proper point of sales environment or proper point of contact systems
- j. Recognizing of customer loyalty via incentives, reductions, licensing etc
- **4. SD & G organization that depends upon**
 - a. Management vision and marketing department/team structure
 - b. Communication strategies and efforts to get positive consumer reaction
 - c. Resource allocation for performance improvement and ensuring of better organizational image

Analysis of current profile

- **F.Competitive Differentiation**
- To keep ahead of competition, your organization will also need to focus on an area called competitive differentiation. This stands for what does your organization do distinctly or better than other businesses or product development organizations, to earn more deservedness. The business development team could help develop focus on the following aspects to help competitive differentiation, i.e.
 - **1.Key information availability** to potential and existing consumers
 - **2.Encouraging of good customer relationships**
 - **3.Encouraging of good manufacturer relationships**
 - **4.Encouraging of good supplier relationships**
 - **5.Ensuring of quality, safety and customer satisfaction during the experience**

Analysis of current profile

- **6. Provisioning of special offers or happy hours** to ensure consumers can avail of certain solutions, products and services at specific times or certain times with added benefits or discounts
- **7. Providing of certain services via home visits** to help aged/debilitated customers utilize the solution/product better or resolve their problems
- **8. Ensuring of convenience of customers by ensuring apt and well-planned purchase policy coverage, utilization and consultation** and where possible reducing the need for customers to make several visits to the point of service facilities
- **9. Building mutually rewarding relationships with manufacturers/suppliers/segment specific consultants** to ensure the organization gets its share of business
- **10. Ensuring organization is listed in networks** recognized by manufacturers, suppliers, third party resellers so consumers can avail of special functionality, specific product packaging, nature of licensing or purchase policies for custom orders

Analysis of current profile

- 11.Ensuring **right practices** so organization is not held responsible for delayed **consultation, negligence, malpractice, Eco-state impact** etc
- **12.Development of corporate relationships**, so corporate employers refer their employees to the organization for specialty solutions, products and services
- **13.Participation of key product lifecycle consultants in awareness programmes, discussion groups, referral programmes for SD & G** etc
- 14.Building of **exemplar customer service department and customer contact staff**
- 15.Planning of and implementation of **periodic performance improvement programmes**

Analysis of current profile

- **F.Relationship with changing environment/competitors/providers**
- To meet the demands of the changing environment or competitive landscape, an organization and its business development team must focus on the following information:
 - 1.Internal data within the organization
 - 2.Information available from market research
 - 3.Information available from promotional campaigns/ surveys
 - 4.External data about the organization's competitors
 - 5.External data from producer consumer segment specific companies, referral providers etc as to what is needed for association, recognition and recommendation of the organization or its products
 - 6.Information from gap analysis by dedicated business development team member or outside SD & G consultant

Analysis of current marketing profile

- A business development team must at all times possess
 - **1.Knowledge** about any specific business development project/ vision
 - **2.Familiarity** with segmentation, target groups and consumer influencers
 - **3.Leadership qualities for perception and opinion formation**
 - **4.High-value thinking and innovative skills** to create strategies to help establish more credibility, continuity, reputation and deservedness of the organization
 - **5.A well-defined plan of all services and assistance that business development will provide, materials and communications it will use, training and consultation it will provide to develop/ improve organizational image**
 - **6.A well-defined plan, schedule and budget for business development promotion**

Analysis of current profile

- **G.Pricing practices**
- The management and business development team must continually engage in well-designed pricing practices, where the organization must consider the following aspects while setting or revising the pricing:
 - 1.Vision to **grow and emerge as a leading solutions provider/specialty products company**
 - 2.Considerations as to what the organization expects to **achieve for all 3 aspects of the service i.e. pre-purchase, purchase and post-purchase**
 - 3.Comparable data from the organization's **Eco-state Zone influencers or competitors**
 - 4.Comparable data from the **network of producer consumer segment specific companies, referral providers** etc that the organization belongs to
 - 5.Strategies to provide **product package options, differential pricing, discounts or reductions, exclusive licensing, happy hour pricing** for target groups and/or for specific solutions, products and services

Analysis of current profile

- **H.Organization for business development**
- The marketing function needs to be conceived from 3 different perspectives i.e.
 - a.Internal business development
 - b.External business development
 - c.Interactive business development
- **More about internal business development**
- Here internal and interactive business development need to be closely interrelated, where information gathered from within the organization along with any data from periodic gap analysis is used to decide how the organization's solutions, products and services can be promoted.
- Internal business development needs to build organizational preparedness and customer orientation, where customer contact personnel work as a team with product design, process control and support personnel to deliver high-quality services.

Analysis of current profile

- To assess your internal business development strategy, there are a few questions that need to be reviewed to understand the scope i.e.
- a.Does your organization focus on gathering information for SD & G and business development? Yes/No/Partially
- b.Does your organization focus on human resources management, training techniques and work principles to empower, mobilize, motivate, and encourage team work amongst staff to continually improve how they serve each other and the customer/manufacturer/supplier? Yes/No/Partially
- c.Does your organization identify and respond to employees needs as it advances in its mission and goals? Yes/No/Partially
- d.Does your organization measure, and reward quality in work? Yes/No/Partially

Analysis of current profile

- *.Does your organization focus on good communication between its management and its Eco-state Zone investors or businesses? Yes/No/Partially
- e.Does your organization focus on good internal communication between its employees, consultants and manufacturers/suppliers? Yes/No/Partially
- f.Does your organization focus on targeted communications for employees to help them align with the vision, mission and concept of quality? Yes/No/Partially
- g. Does your organization circulate newsletters, or in-house magazines that feature how employees are performing, and also recognize exemplar effort? Yes/No/Partially
- h. Does your organization implement surveys, feedback collection and complaints recording from its employees? Do your employees feel they have fair and equal opportunity and are empowered to do their work? Yes/No/Partially

Analysis of current profile

- **More about external business development**
- Here this could include hiring of an outside business development or SD & G consultant to complement the efforts of the business development team. Some of roles and responsibilities of this outside consultant could include:
 - 1.Developing SD & G plans for different projects for execution by different departments, or business units
 - 2.Developing of materials and tools that the organization can use for its business development functions
 - 3.Providing presentations, training material and if necessary training for the business development team
 - 4.Conducting of gap analysis to assess the overall quality of service strategy and business development functions of the organization

Analysis of current profile

- **I. Business development promotions**
- Promotion is a communication from business development to inform, persuade and remind potential consumers of a particular solution, product or specialty product, where this is done to influence opinion or elicit a response. An organization's promotion mix can comprise of the following means:
 - **1.Advertising** by featuring availability and deservedness information in a brochure, leaflet, newspaper/magazine, radio or TV commercial
 - **2.Publicity** by featuring special information, press releases, or news in a newspaper/ magazine/journal/publication, radio or TV programme
 - **3.Sales/Services promotion** through displays, seminars, awareness building events, consumer exhibitions, promotion camps, even sponsorship of general interest programmes or events, where there is more reach etc

Analysis of current profile

- **4.Community involvement and public relations**
- **5.Word of mouth communication** by manufacturers, suppliers, innovators, government agencies, consultants, employees etc
- **Important factors to consider for a promotion mix**
- The important factors to consider for a promotion mix comprising of advertising, policy for publicity or sales promotions are as follows:
 - 1.Apt timing
 - 2.Advertising or publicity or promotion exposure (that in turn depends upon how widespread is the **reach** and **frequency** or number of times scheduled/advertised/ broadcast)
 - 3.Type of medium and associated nature of impact

Analysis of current profile

- 4. Period for wear-out or threshold period (for which the advertising/ publicity/promotion may have a positive impact, after which familiarity or saturation level sets in)
- 5. Budgeting and Costs for advertising/publicity/promotion
- 6. Innovation and use of creativity and experience to address all previous factors and Eco-state Zoning that decide effectiveness of marketing

Analysis of current profile

- **J. Business development research**
- Business development research is an objective and systematic process of identifying, gathering, analyzing and interpreting data relevant for an organization to address a need to become more successful and profitable.
- Business development research needs an organization to weigh different factors such as
 - 1.Research design
 - 2.Eco-state Zone methods, Research methods and black box methods
 - 3.Sampling procedures and area identification techniques
 - 4.Questionnaire design
 - 5.Interviewing and data gathering procedures
 - 6.Data analysis and interpretation methods
 - 7.Vision to reality policy formulation

Analysis of current profile

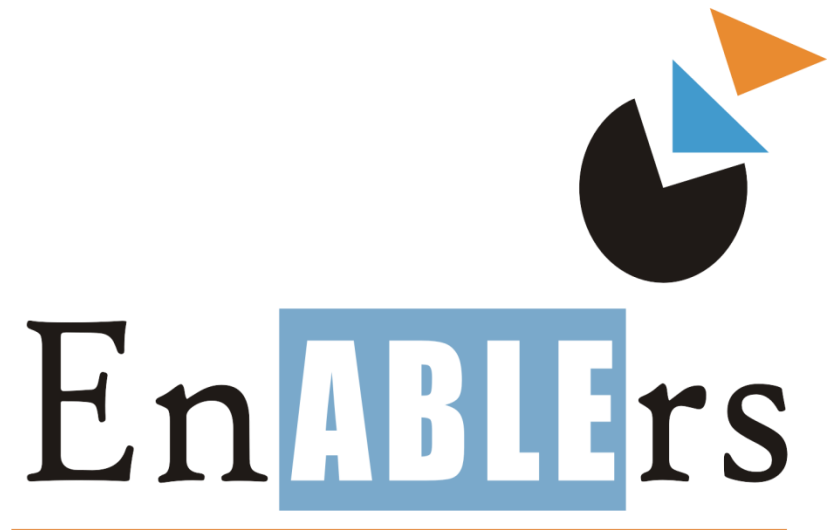
- **Business development research can be used in some of the following scenarios**
- a. Exercise to make organizational image more distinctive, credible, continual and deserving
- b. Low or dropping purchase levels or reorder levels
- c. Reduction in utilization of solution, product and services
- d. Response assessment for new solution, product and services introduced
- *. Eco-state Zone impact understanding
- e. Perception understanding
- f. Preferences understanding
- g. Potential demand and utilization identification
- h. Possible consumer-mix for specific solutions, products and services
- i. Unmet needs for services or expectations of customers/manufacturers/suppliers
- j. Need to match rising competition
- The MIR standard also helps a business or organization plan for and practice sustainable project management methodologies. This is informally detailed in the proof of concept websites mentioned on the next page.

Analysis of current profile

- **The road ahead**
- Though the MIR standard is comprehensive enough for an organization to design and implement sustainable development and growth policies. AOEC concludes this overview by stating that such a framework can be developed via visions and buy-ins for SMART Convergence in Governance, Quality and Management.
- The MIR standard for SMART Convergence in Governance, Quality and Management based on ISO 9001:2008 and 9004:2009.
- The road ahead to unified convergence (via the Goodwill at Work framework) is wide open and needs many more thinkers and ideators before it becomes a well-established concept.

Analysis of current profile

- The URL(s) are available as follows:
- 1. www.venkataoec.wixsite.com/mir2020
- For planning and implementing Management Index Regulation
- 2. www.venkataoec.wixsite.com/resourcecentre
- For planning and implementing a Resource Centre for enterprises
- 3. www.venkataoec.wixsite.com/consciousacts
- For planning sustainable buildings, tomorrows & disaster management, planning signposts etc



Considerations for the MIR Function	Suitability (High, Medium, Low, Not rated)	Other details
Impact of the MIR Function	High to Medium, can serve as a model for management teams brain storming for this purpose	Solution for integrating sustainable thinking for the triple bottom line in the business model
Feasibility, results orientation and cost effectiveness	Medium to High	Needs Financial & Human Capital investment, Infra, Training methodologies and R & D
SMART Convergence practices, Innovativeness and Scalability	Medium to High	Seen as a solution for making a business unify efforts to control risks, threats and work in unison for sustainable development
Risk mitigation for the future	High	Will help a business and associated segments work in unison to acknowledge a need for sustainable operations and also control climate change related crisis levels
Process methodologies and Process group involvements	Medium to High	Needs Millennium Resource Centers, gateways and training centers to be implemented