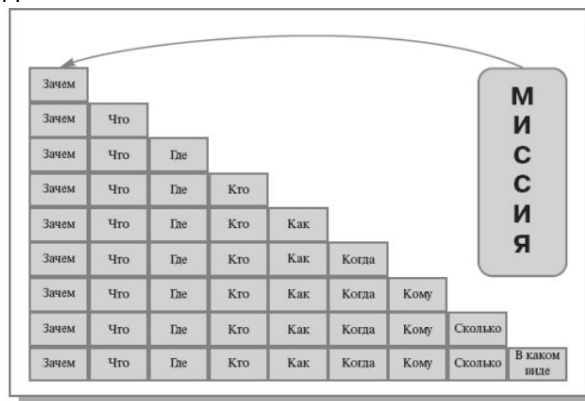


Task 1. Building a company business model

The company is considered as a target, open, socio-economic system belonging to a hierarchical set of open external supersystems (market, government agencies, etc.) and internal subsystems (departments, workshops, teams, etc.). The company's capabilities are determined by the characteristics of its structural divisions and the organization of their interaction.

The company's business model is a set of functionally oriented information models that provide interconnected answers to the following questions: "why" - "what" - "where" - "who" - "how much" - "how" - "when" -

"to whom".



The company's business model has the following structure



The company's information model complex includes:

Strategic goal-setting model (answers the questions: why is the company engaged in this particular business, why does it intend to be competitive, what goals and strategies need to be implemented for this);

Organizational and functional model (answers the question of who does what in the company and who is responsible for what);

Functional and technological model (answers the question of what and how is implemented in the company);

Process-role model (answers the question who-what-how-to whom);

Quantitative model (answers the question of how many resources are needed);

Data structure model (answers the question in what form the company's regulations and external environment objects are described).

This set of models provides the necessary completeness and accuracy. descriptions of the company and allows for the development of requirements for the designed information system.

Simulation scheme



Task 1. Formation of the company's mission and strategy

Building a company's business model begins with defining the company's mission.

The mission is:

activities carried out by an enterprise in order to perform a function, for which it was established - to provide customers with a product or service; the mechanism by which an enterprise achieves its goals and objectives.

The mission (in a broad sense) is the basic business concept of the company, set out in the form of eight provisions that define the company's relationships with other entities:

- what the Customer will receive in terms of satisfying his needs;
- who, why and how can act as a partner of the company;
- on what basis is it proposed to build relations with competitors (what, in particular, is the willingness to make temporary compromises);
- what the owner and shareholders will receive from the business;
- what will managers get from the company's business;
- what will the staff receive from the company;
- what cooperation with public organizations can consist of;
- how the company's relations with the state will be built (in particular, possible participation in supporting state programs).

Thus, the company's mission reflects a compromise between the needs of the market, on the one hand (need), and the company's capabilities and desire to satisfy these interests, on the other (want).

The search for a compromise can be done using a template

		надо			
		рыночная конъюнк- тура	внешняя среда		
объект	Уникальность технологий		Политика	Экономика	Социал. сфера
	Исключитель- ность ресурсов				
	Знания и умения				
хочу	Ценности и ожидания				

МИССИЯ

Defining a mission allows you to create a tree of company goals. The tree of goals forms a tree of strategies - hierarchical lists of clarification and detailing of methods for achieving goals. Business strategies determine product and competitive strategies, as well as

segmentation and promotion strategies.

Resource strategies define strategies for attracting material, financial, human and information resources. Functional strategies define strategies in the organization of components.

management and stages of the product life cycle.

Task 2. Formation of the company's staffing structure

Based on the specifics of the company's activities, its staffing structure is formed (responsibility centers, i.e., company divisions, are determined). A list of resources necessary for the company's activities is formed.

Task 3. Formation of a model of the company's business processes

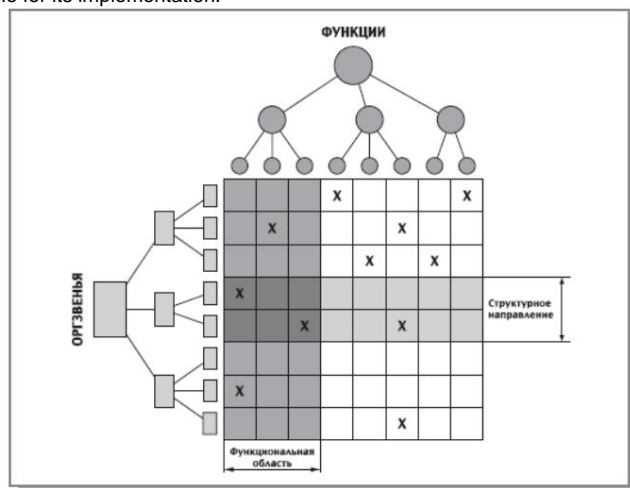
The business potential of a company determines the functionality of the company - a list of business functions (business processes), management functions and support functions required to support the required types of company activities. In addition, the resources required for this (material, human, information) and the structure of the company are specified.

Of all the company's business processes, 2-3 business processes are selected for modeling. process. The As-Is model is developed using BPMN notation.

Task 4. Formation of a matrix of functional responsibility

The functional responsibility matrix establishes the responsibility of the company's divisions for the performance of business functions (business processes) in the implementation of the company's activities.

The matrix is presented in the form of a table, in the rows of which there is a list of departments in accordance with the staffing structure, in the columns - business processes performed in the company. For each business process, departments are determined, responsible for its implementation.



Task 5. Development of a model of external and internal interactions

companies

description of data structures (documents) during the company's interaction with external environment objects;

description of data structures (documents) during interaction between departments

companies.