

CET310 Software Enterprise

Week 9

Business Processes

Historical

Historical business processes are those that have been in place for a long time and are often based on tradition or custom. They are typically not well-documented and are often passed down from one generation to the next.

Definition

Business processes are a series of steps or tasks that are performed in a specific order to achieve a particular goal. They are typically documented and are used to standardize and improve the efficiency of an organization's operations.

Categorization

Business processes can be categorized into several types, including core processes, support processes, and management processes. Core processes are those that are essential to the organization's primary business activities, while support processes are those that provide the necessary infrastructure and resources for the core processes to function.

Business Process Improvement

Business process improvement (BPI) is a systematic approach to identifying and eliminating inefficiencies in an organization's business processes. It involves analyzing the current state of the process, identifying areas for improvement, and implementing changes to optimize the process and improve the organization's performance.

Business Planning



Activities



CET310 Software Enterprise Week 9

Business Processes

Historical

Business processes are a series of tasks or activities that are performed in a specific order to achieve a business goal. They are often used to describe the flow of work within an organization.

Definition

A business process is a series of tasks or activities that are performed in a specific order to achieve a business goal. They are often used to describe the flow of work within an organization.

Collaboration

Business processes often involve collaboration between different departments or teams within an organization. This can be facilitated through various tools and technologies.

Business Process Improvement

Business process improvement (BPI) is a systematic approach to identifying and improving business processes. It involves analyzing the current process, identifying areas for improvement, and implementing changes.

Business Planning

Business Plan

A business plan is a document that outlines the goals, objectives, and strategies of a business. It is used to guide the business's operations and to attract investors.

Marketing Strategy

A marketing strategy is a plan that outlines the goals, objectives, and strategies for a business's marketing efforts. It is used to guide the business's marketing activities and to attract customers.

Example Business Plan

This is an example of a business plan for a small business. It outlines the business's goals, objectives, and strategies, and provides a detailed description of the business's operations.

Financials

Financials are the financial aspects of a business, including its income, expenses, and assets. They are used to measure the business's financial performance and to guide its financial decisions.

Activities

Agile

Agile is a software development methodology that emphasizes flexibility, collaboration, and frequent releases. It is used to develop software in a more efficient and effective manner.

Business Planning

Business planning is the process of developing a business plan. It involves identifying the business's goals, objectives, and strategies, and providing a detailed description of the business's operations.

Business Processes

Historical

Adam Smith

In 1776 he described the manufacture of a pin. He developed the idea of division of labour and estimated an increase in productivity of 24,000 % in the pin making example.

Frederick Winslow Taylor

Principles of Scientific Management in early 20thC included advances such as time and motion studies and Gantt Charts.

Peter Drucker

Introduced concept of Outsourcing in the latter part of 20thC.



Definition

Process: A series of actions or steps taken in order to achieve a particular end.

<http://www.oxforddictionaries.com/definition/english/process>

Business Process: A business process is a collection of linked tasks which result in the delivery of a service or product to a client.

A set of activities and tasks that, once completed, will accomplish an organizational goal.

<http://www.appian.com/about-bpm/definition-of-a-business-process/>

Categorisation

Business process can be split into 3 main Categories:

Management processes that govern the operation of a system. Typical management processes include corporate governance and strategic management.

operational processes that constitute the core business and create the primary value stream. Typical operational processes are purchasing, manufacturing, marketing, and sales.

supporting processes that support the core processes. Examples include accounting, recruitment, and technical support.

Business Process Improvement

Business Process Modeling

The process of creating a visual representation of a business process. It involves identifying the steps in a process and the flow between them. This can be done using various tools and techniques, such as flowcharts, swimlane diagrams, and value stream maps.

Business Process Mapping

The process of creating a visual representation of a business process. It involves identifying the steps in a process and the flow between them. This can be done using various tools and techniques, such as flowcharts, swimlane diagrams, and value stream maps.

Business Process Re-engineering

The process of fundamentally rethinking and radically redesigning business processes to achieve dramatic improvements in performance. This involves identifying areas of the process that are inefficient or ineffective and then redesigning them to be more efficient and effective.

Definition

Process: A series of actions or steps taken in order to achieve a particular end

<http://www.oxforddictionaries.com/definition/english/process>

Business Process: A business process is a collection of linked tasks which result in the delivery of a service or product to a client.

A set of activities and tasks that, once completed, will accomplish an organizational goal.

<http://www.appian.com/about-bpm/definition-of-a-business-process/>

Historical

Adam Smith

In 1776 he described the manufacture of a pin
He developed the idea of division of labour and
estimated an increase in productivity of 24,000 % in the
pin making example

Frederick Winslow Taylor

Principles of Scientific management in early 20thC
included advances such as time and motion studies
and Gantt Charts

Peter Drucker

Introduced concept of Outsourcing in the latter part of
20thC



Categorisation

Business process can be split into 3 main Categories:

Management processes
that govern the operation of a system. Typical management processes include corporate governance and strategic management.

operational processes
that constitute the core business and create the primary value stream. Typical operational processes are purchasing, manufacturing, marketing, and sales.

supporting processes
that support the core processes. Examples include accounting, recruitment, and technical support.

Business Process Improvement

Business Process Modelling

In systems engineering is the activity of representing processes of an enterprise - in order to analyse and improve.

Typically carried out by Business Analysts and subject specialists.

often motivated by the need to document requirements for an information technology project, or to increase efficiency.

Business Process Mapping

refers to activities involved in defining what a business entity does, who is responsible, to what standard a business process should be completed, and how the success of a business process can be determined.

Typically mapping is carried out in reference to the organisational chart - it works from the top down. Every person in the organisation is interviewed and a record is made of their inputs, what they do with them and their outputs and where they go - to create a process map of the whole organisation

Business Process Re-engineering

is a business management strategy focusing on the analysis and design of workflows and business processes within an organization. BPR aimed to help organizations fundamentally rethink how they do their work.

Uses process modelling and mapping to create organisational change

Business Process Modelling

In systems engineering is the activity of representing processes of an enterprise - in order to analyse and improve.

Typically carried out by Business Analysts and subject specialists.

often motivated by the need to document requirements for an information technology project.
or to increase efficiency.

Business Process Mapping

refers to activities involved in defining what a business entity does, who is responsible, to what standard a business process should be completed, and how the success of a business process can be determined.

Typically mapping is carried out in reference to the organisational chart - it works from the top down. Every person in the organisation is interviewed and a record is made of their inputs, what they do with them and their outputs and where they go - to create a process map of the whole organisation

Business Process Re-engineering

is a business management strategy focusing on the analysis and design of workflows and business processes within an organization. BPR aimed to help organizations fundamentally rethink how they do their work.

Uses process modelling and mapping to create organisational change

Business Planning

Business Plans

What is a business plan?

A business plan is a written statement of a company's goals and objectives, and the strategies and actions it will take to achieve them. It is a roadmap for the business, providing a clear picture of the company's future and the steps it will take to get there.

What is a business plan for?

A business plan is used to communicate the company's vision and goals to investors, lenders, and other stakeholders. It is also used to guide the company's operations and to track its progress over time.

What is a business plan for?

A business plan is used to communicate the company's vision and goals to investors, lenders, and other stakeholders. It is also used to guide the company's operations and to track its progress over time.

What is a business plan for?

A business plan is used to communicate the company's vision and goals to investors, lenders, and other stakeholders. It is also used to guide the company's operations and to track its progress over time.

Marketing Strategies

Marketing strategies are the plans and actions that a company takes to promote its products or services and to reach its target market. They are designed to create a competitive advantage and to increase the company's sales and profits.

Example Business Plan

[http://www.osrg.org/a123/
FlexibleManufacturingBusinessPlan05-06-09.doc](http://www.osrg.org/a123/FlexibleManufacturingBusinessPlan05-06-09.doc)

Financials

<http://www.osrg.org/a123/financials.xls>

Business Plans

What is a business plan?

A business plan is any plan used by a business to look ahead, allocate resources, focus on key points, and prepare for problems and opportunities.

Many people think of business plans only for starting a new business or applying for business loans.

They are also vital for running a business, whether or not the business needs new loans or new investments.

Businesses need plans to optimise growth and development according to priorities.

A measure of performance.

Is there a standard business plan?

A normal business plan (one that follows the advice of business experts) includes a standard set of elements.

Business plan layouts and outlines vary, but generally a plan will include components such as descriptions of the company, product or service, market, forecasts, management team, and financial analysis.

What's a start-up plan?

A simple start-up plan includes a summary, mission statement, keys to success, market analysis, and break-even analysis.

This kind of plan is good for deciding whether or not to proceed with a plan, to tell if there is a business worth pursuing, but it is not enough to run a business with.

What is most important in a plan?

It depends on the case, but usually it's the cash flow analysis and specific implementation details.

Cash flow is both vital to a company and hard to follow. Cash is usually misunderstood as profits, and they are different. Profits don't guarantee cash in the bank. Lots of profitable companies go under because of cash flow problems. It just isn't intuitive. Implementation details are what make things happen. Your brilliant strategies and beautifully formatted planning documents are just theory unless you assign responsibilities, with dates and budgets, follow up with those responsible, and track results. Business plans are really about getting results and improving your company.

What is a business plan?

A business plan is any plan used by a business to look ahead, allocate resources, focus on key points, and prepare for problems and opportunities.

Many people think of business plans only for starting a new business or applying for business loans.

They are also vital for running a business, whether or not the business needs new loans or new investments.

Businesses need plans to optimise growth and development according to priorities.

A measure of performance.

What's a start-up plan?

A simple start-up plan includes a summary, mission statement, keys to success, market analysis, and break-even analysis.

This kind of plan is good for deciding whether or not to proceed with a plan, to tell if there is a business worth pursuing, but it is not enough to run a business with.

Is there a standard business plan?

A normal business plan (one that follows the advice of business experts) includes a standard set of elements.

Business plan layouts and outlines vary, but generally a plan will include components such as descriptions of the company, product or service, market, forecasts, management team, and financial analysis.

What is most important in a plan?

It depends on the case, but usually it's the cash flow analysis and specific implementation details.

Cash flow is both vital to a company and hard to follow. Cash is usually misunderstood as profits, and they are different. Profits don't guarantee cash in the bank. Lots of profitable companies go under because of cash flow problems. It just isn't intuitive. Implementation details are what make things happen. Your brilliant strategies and beautifully formatted planning documents are just theory unless you assign responsibilities, with dates and budgets, follow up with those responsible, and track results. Business plans are really about getting results and improving your company.

Marketing Strategies

#1 Be able to describe what you do/what you are in one clear sentence. Donald Trump is correct, that elevator speech is really important. Ask a friend or colleague to give you an honest evaluation of your description. Does it give the listener a basic understanding of what you do? If not, make it a priority to work on it. Before someone can decide if they may need your product or service they must first understand what you're saying.

#2 Be UNIQUE in ALL that you do. Don't just give it lip service. If you've decided to adopt a unique approach to make your business memorable (tagline, business signature, giveaway, mascot, illustration, photo, color scheme, etc) be sure to use it consistently in your marketing efforts. It should become part of your brand.

#3 Use your mission statement as a filter for all that you do. Once you've clearly decided what your marketing goals, strategies, targets and tactics ARE, it should be easy to identify those things that DON'T fit. For example, if you have identified the best marketing vehicles to reach your customer then it's very easy to say "no" to those salespeople offering you marketing opportunities that don't fit your plan.

#4 Don't jump-process....Discover your target market and your points of difference before you start marketing. Your printed collateral materials, Web site, and advertising will be much more effective and less expensive to produce if you have your marketing strategy established first. Then you're simply following your plan in all that you do. Avoid the "shotgun" approach or "reactive" marketing.

#5 Give back to the community...strategically. There are so many great causes and organizations out there and you can't do everything. So, pick the ones that will best position you with your target market.

#6 Network efficiently and effectively. If you don't feel that you are a competent networker, now is the time to learn how to be or hire someone that is. Enough said.

#7 Remember that inconsistent advertising is wasted money. A prospective customer must be exposed to the same message in the same way numerous times before they are ready to entertain a buying decision. Pick an advertising vehicle where you can afford to have an ongoing and consistent presence.

#8 If you do trade shows, have a plan and work the plan. Companies participate in trade shows for a variety of reasons. Unless you have a success plan, you won't know if it worked.

#9 Look for ways to establish yourself as an expert in your field. Speaking engagements, publication articles and volunteer leadership roles can all help label you as an expert in your field.

#10 Keep all marketing communications clear, brief and focused...Did I mention brief? Enough said.

#1 Be able to describe what you do/what you are in one clear sentence. Donald Trump is correct, that elevator speech is really important. Ask a friend or colleague to give you an honest evaluation of your description. Does it give the listener a basic understanding of what you do? If not, make it a priority to work on it. Before someone can decide if they may need your product or service they must first understand what you're saying.

#2 Be UNIQUE in ALL that you do. Don't just give it lip service. If you've decided to adopt a unique approach

priority to work on it. Before someone can decide if they may need your product or service they must first understand what you're saying.

#2 Be UNIQUE in ALL that you do. Don't just give it lip service. If you've decided to adopt a unique approach to make your business memorable (tagline, business signature, giveaway, mascot, illustration, photo, color scheme, etc) be sure to use it consistently in your marketing efforts. It should become part of your brand.

#3 Use your mission statement as a filter for all that you do. Once you've clearly decided what your marketing goals, strategies, targets and tactics ARE, it

scheme, etc, be sure to use it consistently in your marketing efforts. It should become part of your brand.

#3 Use your mission statement as a filter for all that you do. Once you've clearly decided what your marketing goals, strategies, targets and tactics ARE, it should be easy to identify those things that DON'T fit. For example, if you have identified the best marketing vehicles to reach your customer then it's very easy to say "no" to those salespeople offering you marketing opportunities that don't fit your plan.

#4 Don't jump-process....Discover your target market and your points of difference before you start

say “no” to those salespeople offering you marketing opportunities that don’t fit your plan.

#4 Don’t jump-process....Discover your target market and your points of difference before you start marketing. Your printed collateral materials, Web site, and advertising will be much more effective and less expensive to produce if you have your marketing strategy established first. Then you’re simply following your plan in all that you do. Avoid the “shotgun” approach or “reactive” marketing.

#5 Give back to the community...strategically. There are so many great causes and organizations out there and you can’t do everything. So pick the ones that

expensive to produce if you have your marketing strategy established first. Then you're simply following your plan in all that you do. Avoid the "shotgun" approach or "reactive" marketing.

#5 Give back to the community...strategically. There are so many great causes and organizations out there and you can't do everything. So, pick the ones that will best position you with your target market.

#6 Network efficiently and effectively. If you don't feel that you are a competent networker, now is the time to learn how to be or hire someone that is. Enough said.

#5 Give back to the community...strategically. There are so many great causes and organizations out there and you can't do everything. So, pick the ones that will best position you with your target market.

#6 Network efficiently and effectively. If you don't feel that you are a competent networker, now is the time to learn how to be or hire someone that is. Enough said.

#7 Remember that inconsistent advertising is wasted money. A prospective customer must be exposed to the same message in the same way numerous times before they are ready to entertain a buying decision.

that you are a competent networker, now is the time to learn how to be or hire someone that is. Enough said.

#7 Remember that inconsistent advertising is wasted money. A prospective customer must be exposed to the same message in the same way numerous times before they are ready to entertain a buying decision. Pick an advertising vehicle where you can afford to have an ongoing and consistent presence.

#8 If you do trade shows, have a plan and work the plan. Companies participate in trade shows for a variety of reasons. Unless you have a success plan,

the same message in the same way numerous times before they are ready to entertain a buying decision. Pick an advertising vehicle where you can afford to have an ongoing and consistent presence.

#8 If you do trade shows, have a plan and work the plan. Companies participate in trade shows for a variety of reasons. Unless you have a success plan, you won't know if it worked.

#9 Look for ways to establish yourself as an expert in your field. Speaking engagements, publication articles and volunteer leadership roles can all help label you as an expert in your field.

#8 If you do trade shows, have a plan and work the plan. Companies participate in trade shows for a variety of reasons. Unless you have a success plan, you won't know if it worked.

#9 Look for ways to establish yourself as an expert in your field. Speaking engagements, publication articles and volunteer leadership roles can all help label you as an expert in your field.

#10 Keep all marketing communications clear, brief and focused...Did I mention brief? Enough said.

you were know it worked.

#9 Look for ways to establish yourself as an expert in your field. Speaking engagements, publication articles and volunteer leadership roles can all help label you as an expert in your field.

#10 Keep all marketing communications clear, brief and focused...Did I mention brief? Enough said.

Financials

<http://www.osrg.org/a123/financials.xls>

Example Business Plan

[http://www.osrg.org/a123/
FlexibleManufacturingBusinessPlan05-06-09.doc](http://www.osrg.org/a123/FlexibleManufacturingBusinessPlan05-06-09.doc)

Activities

Agile

Hold your weekly planning meeting
You should rotate the role of scrum master and have someone take notes of what is discussed.

You may elect a product owner if you wish - someone who feels ownership of the product
Review last weeks activity - where all the actions were completed?

Decide on the direction your enterprise will take for the next week
and decide what the team members will do in the next week.

Your meeting records should be submitted as supporting documentation (in mohara) for your portfolio

You should try and meet up at least once before next week's session

Business Planning

1. Executive Summary: Write this last. It's just a page or two of highlights.
2. Company Description: Legal establishment, history, start-up plans, etc.
3. Product or Service: Describe what you're selling. Focus on customer benefits.
4. Market Analysis: You need to know your market, customer needs, where they are, how to reach them, etc.
5. Strategy and Implementation: Be specific. Include management responsibilities with dates and budget.
6. Management Team: Include backgrounds of key members of the team, personnel strategy, and details.
7. Financial Plan: Include profit and loss, cash flow, balance sheet, break-even analysis, assumptions, business ratios, etc.

Business Planning

1. Executive Summary: Write this last. It's just a page or two of highlights.
2. Company Description: Legal establishment, history, start-up plans, etc.
3. Product or Service: Describe what you're selling. Focus on customer benefits.
4. Market Analysis: You need to know your market, customer needs, where they are, how to reach them, etc.
5. Strategy and Implementation: Be specific. Include management responsibilities with dates and budget.
6. Management Team: Include backgrounds of key members of the team, personnel strategy, and details.
7. Financial Plan: Include profit and loss, cash flow, balance sheet, break-even analysis, assumptions, business ratios, etc.

Agile

Hold your weekly planning meeting
You should rotate the role of scrum master and have someone take notes of what is discussed.

You may elect a product owner if you wish - someone who feels ownership of the product

Review last weeks activity - where all the actions were completed?

Decide on the direction your enterprise will take for the next week
and decide what the team members will do in the next week.

Your meeting records should be submitted as supporting documentation (in mohara) for your portfolio

You should try and meet up at least once before next week's session