PROFIT–The net profit or surplus before tax planning efforts, produced by the efficientoperation and effective administration of the enterprise.⎫

SALES/INCOME/REVENUE– The gross or top line billing/invoicing produced by alloperational activities of the enterprise.⎫

COMMUNITY IMAGE– The way organization is perceived by the social, vendor, customerand employee communities – stakeholder perceptions.⎫

CUSTOMER CLIENT SATISFACTION– The policies, procedures and values that determinehow people provide service, and to what degree customer/clients’ needs will be satisfied.⎫

PHYSICAL ENVIRONMENT (PLACE)– The physical space, layout, ambience, tools andequipment’s that people work in and with.

⎫PEOPLE– The number, positions, qualifications, pay scales, benefits and training/developmentneeds of people at all levels. How to recruit, hire, appraise performance, promote and transfer,and organization’s policies and structured to be followed.⎫

DIVERSIFICATION– The identification/creation/acquisition of new products, services,geographic and demographic markets to ensure organization’s continued competitive viability.⎫

SYSTEMS, PROCEDURES & TECHNOLOGY– The methods, principles and technologiesused, the “way the company does things”, to ensure the best of human use, financial andequipment resources to generate profit and satisfy customers

Genertating demand is the biggest challenge faced by the industry

Biscuit major Britannia Industries, the star among the India

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