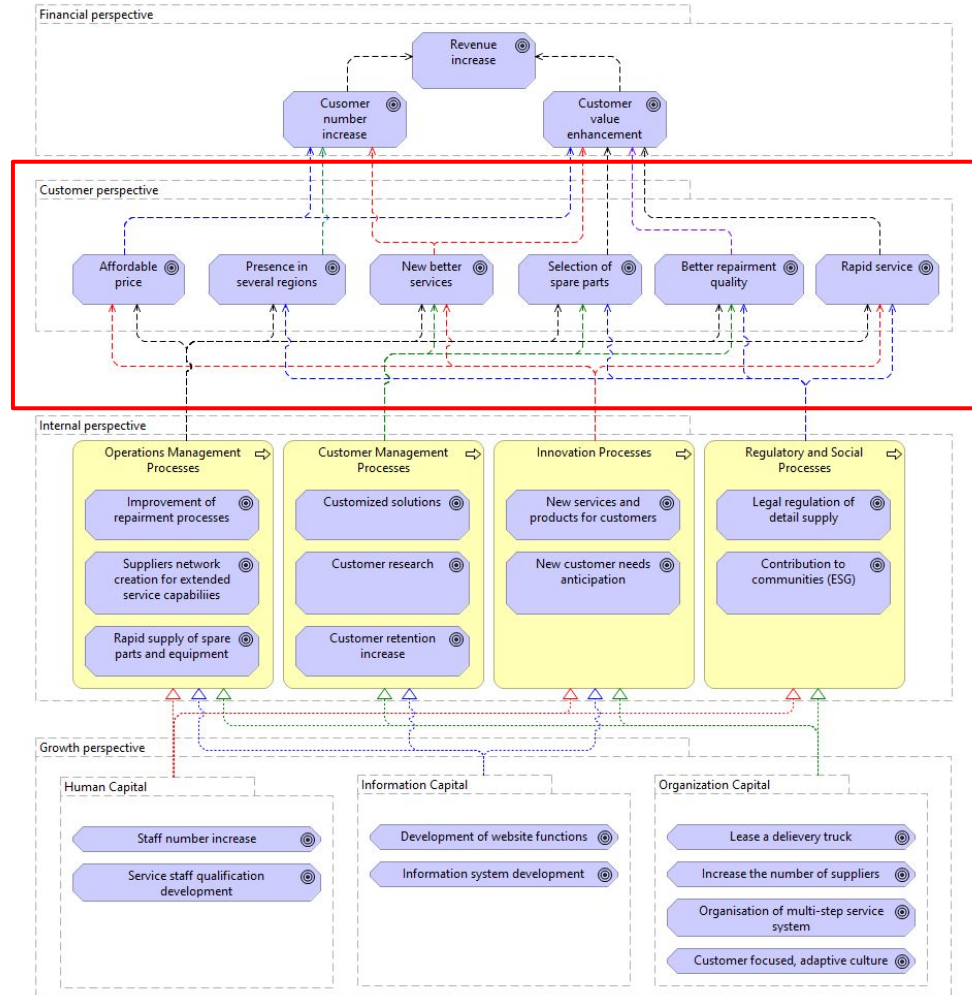


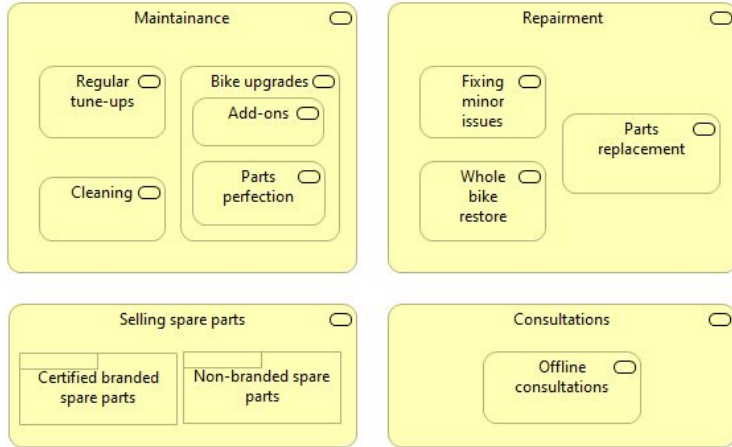
# Strategic map

The theme of strategic map is market share increase through new clients attraction. That why we redefined the company's value proposition (customer perspective) and rearranged our product/service portfolio in order to meet our clients expectations.

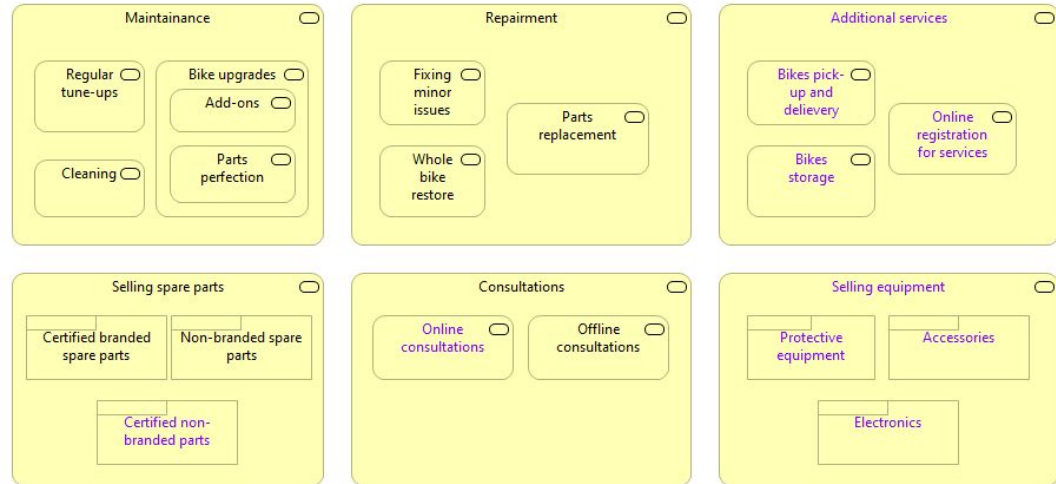


# Products and services of the company: AS IS and TO BE

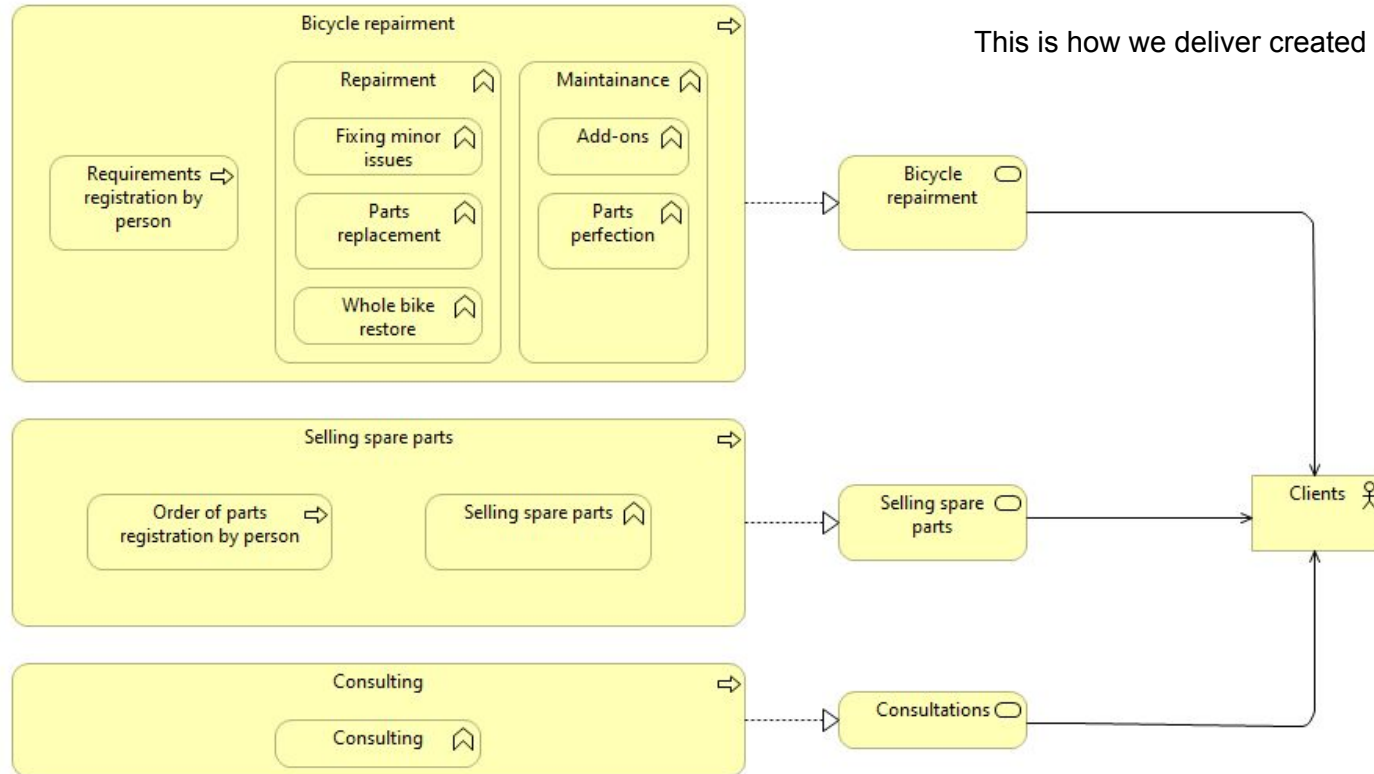
## AS IS



## TO BE

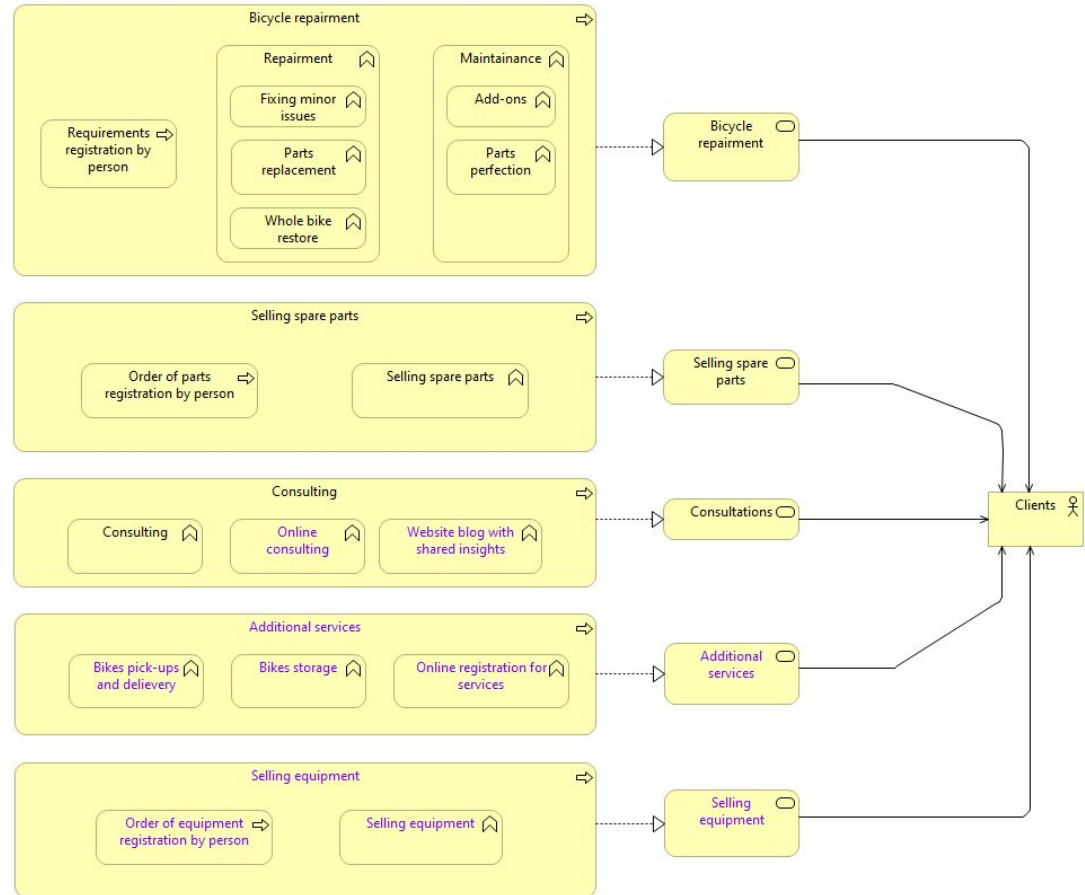


# Value chain, how services/products are provided: AS IS



# Value chain, how services/products are provided: TO BE

... and how we want to deliver it in the future.



# Business functions of a company: AS IS

These are the business function that support our value creation for our clients.

## Primary activities

Marketing

Service & Sales

Operations & logistics

## Primary functions decomposition, AS IS

## Management activities

Team organisation

Work quality monitoring

Coordinating activities & resources

Organisational development

Strategic management & Planning

### Marketing

Services promotion

Advertising

SMM

Website promotion

Orders management

### Service & Sales

Tuning up

Bike cleaning

Parts replacement

Consulting

### Operations & logistics

Procurement of spare parts

## Enabling activities

Equipment maintenance

Hiring workshop staff

Parts & bikes storage management

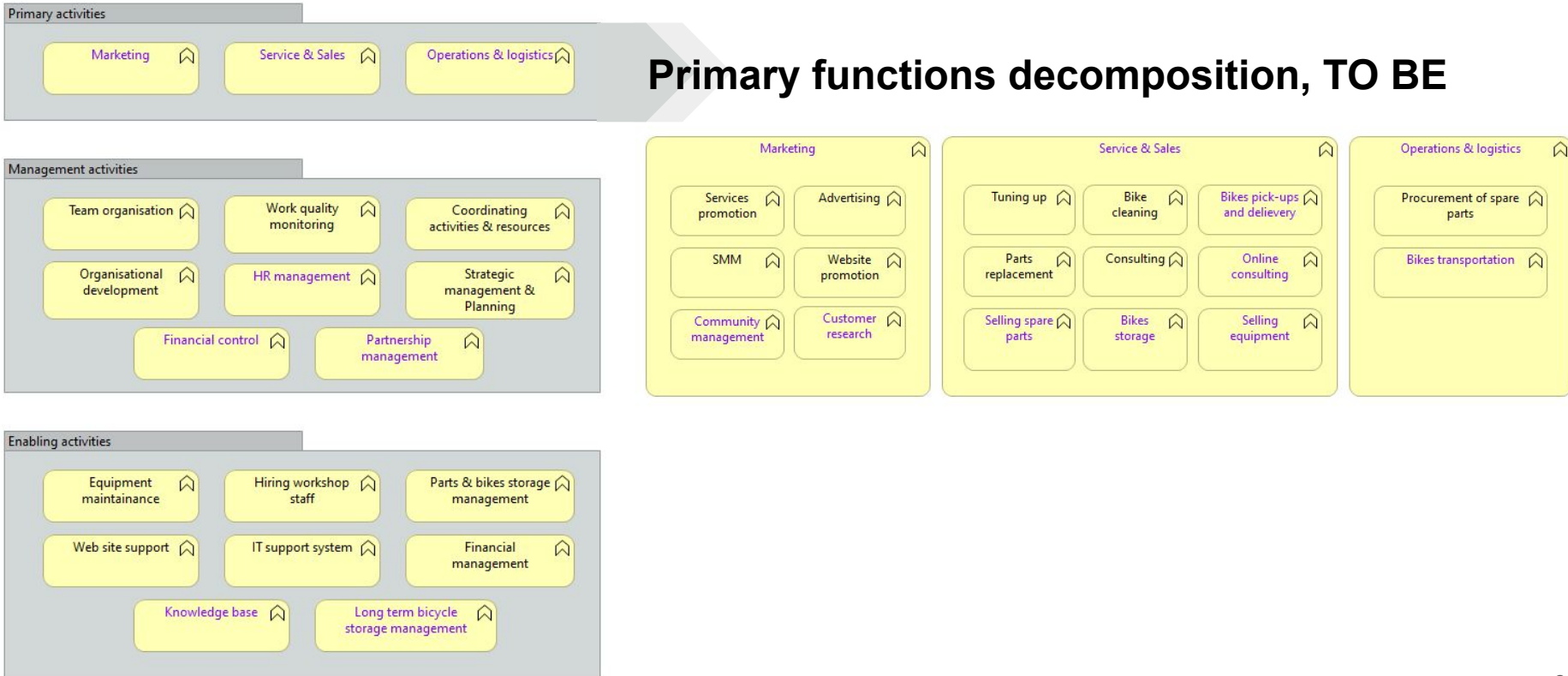
Web site support

IT support system

Financial management

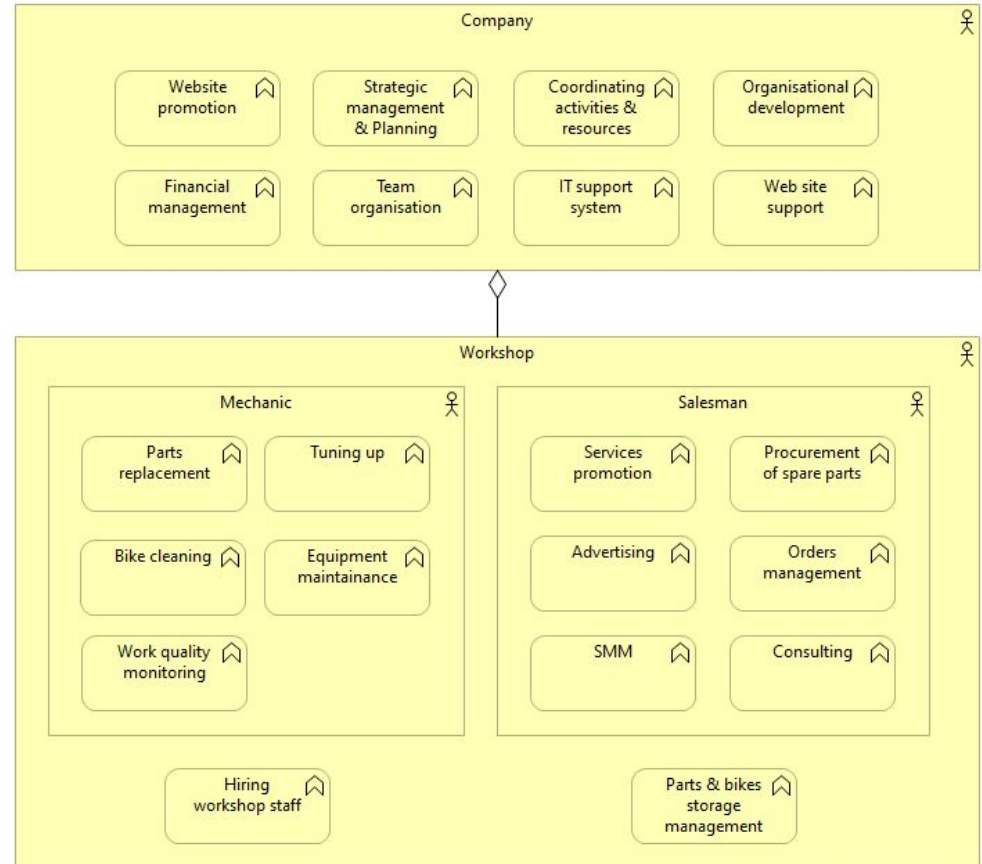
# Business functions of a company: TO BE

That's how they will support the future value proposition.

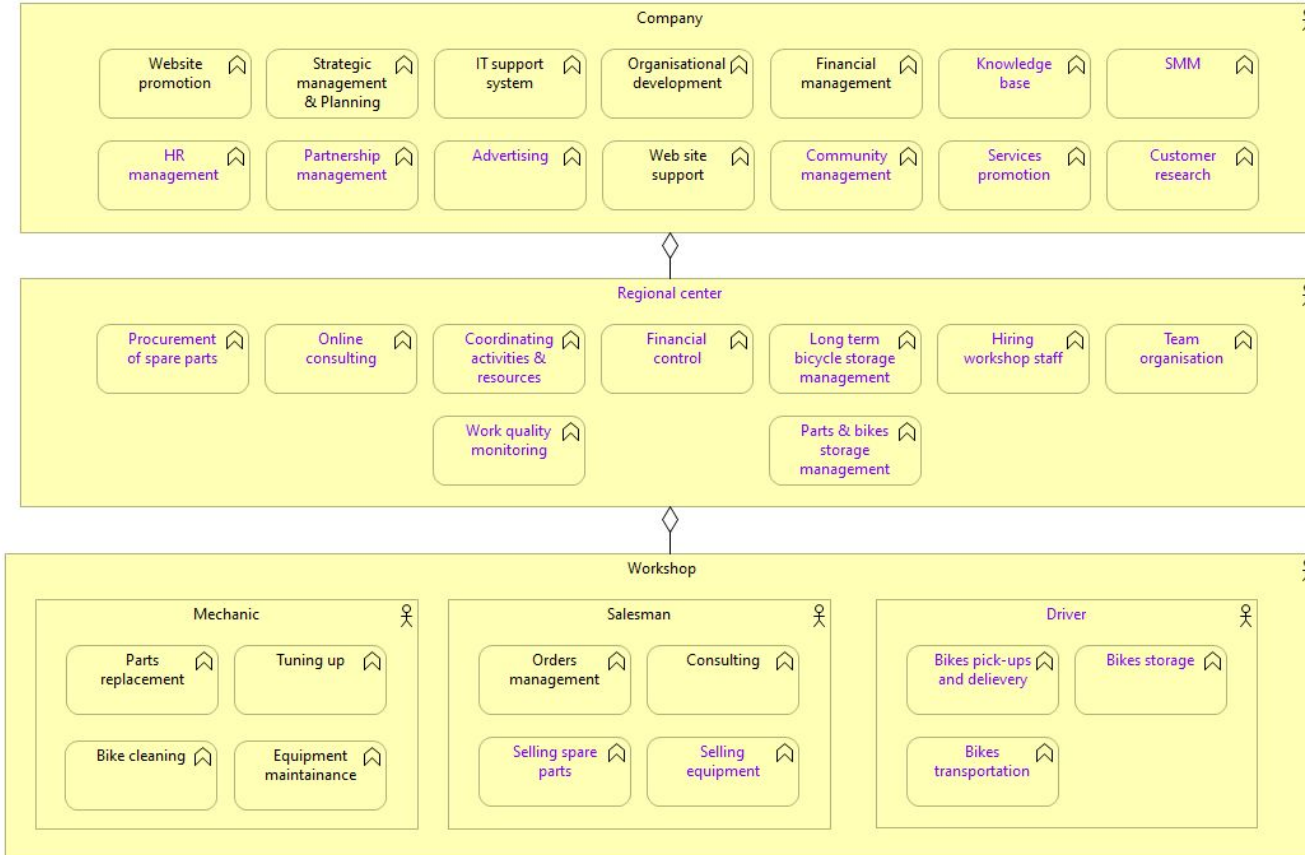


# Organizational structure AS IS

This is the organizational structure that enables our value creation for our clients.



# Organisational structure TO BE

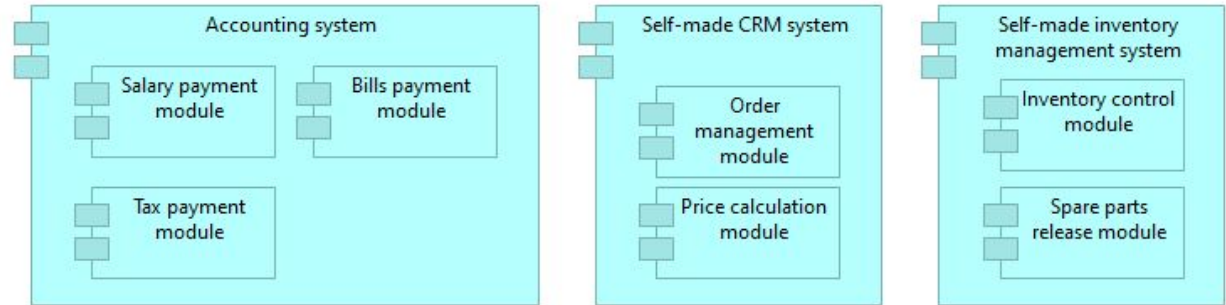


That's how organizational structure will look like to support the future value proposition.

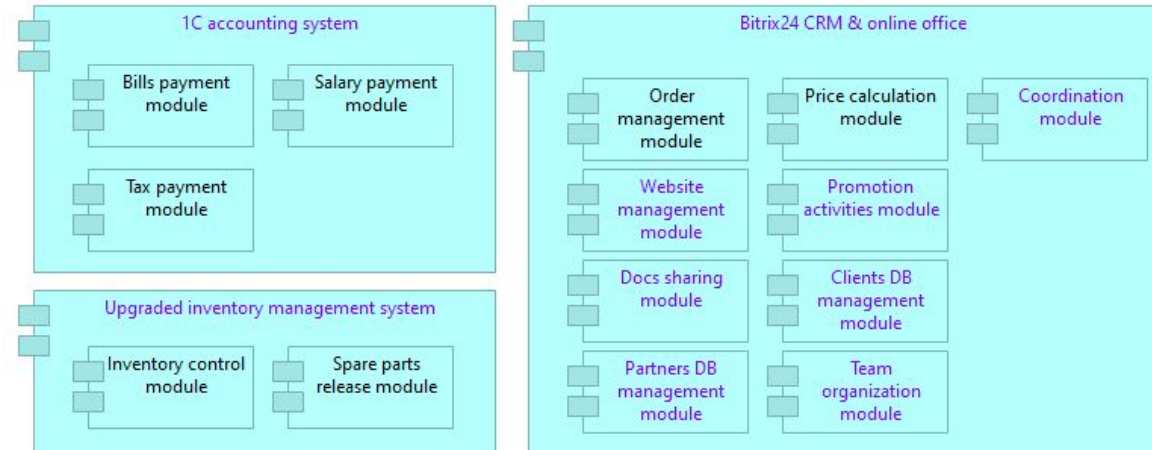


# IS structure AS IS and TO BE

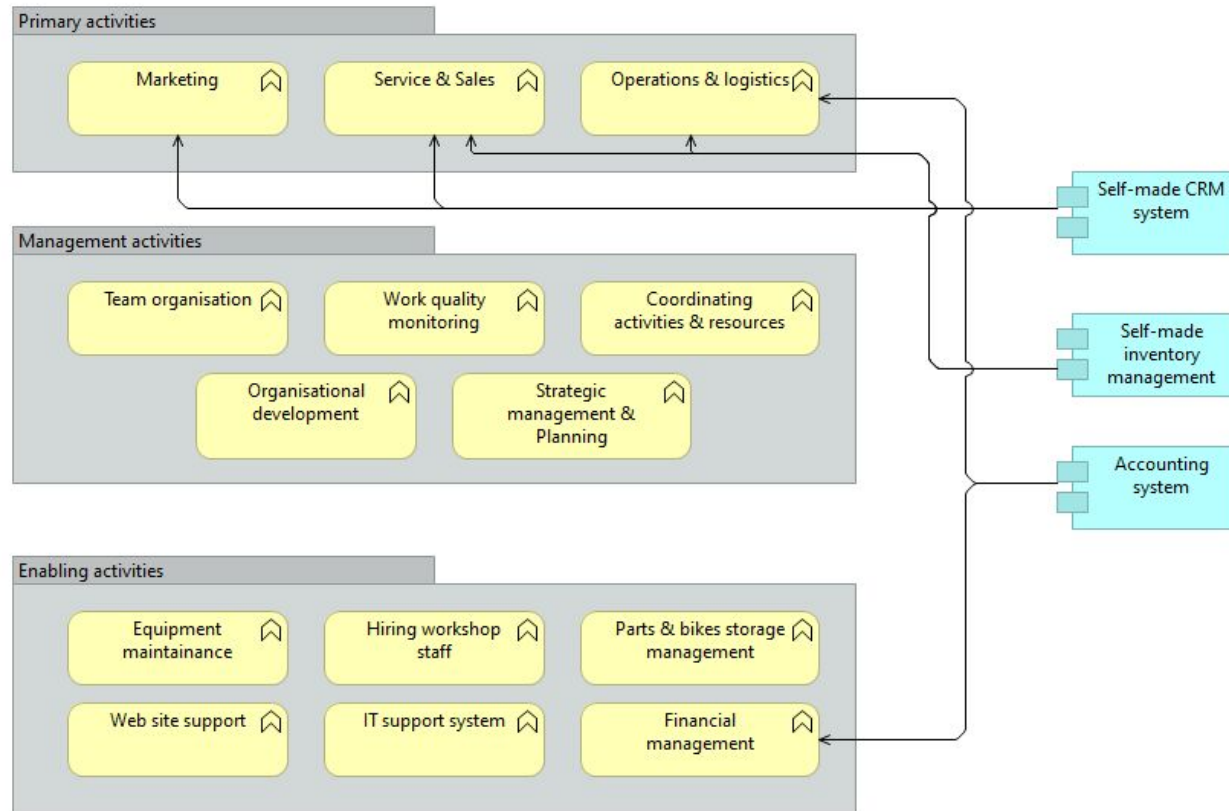
## AS IS



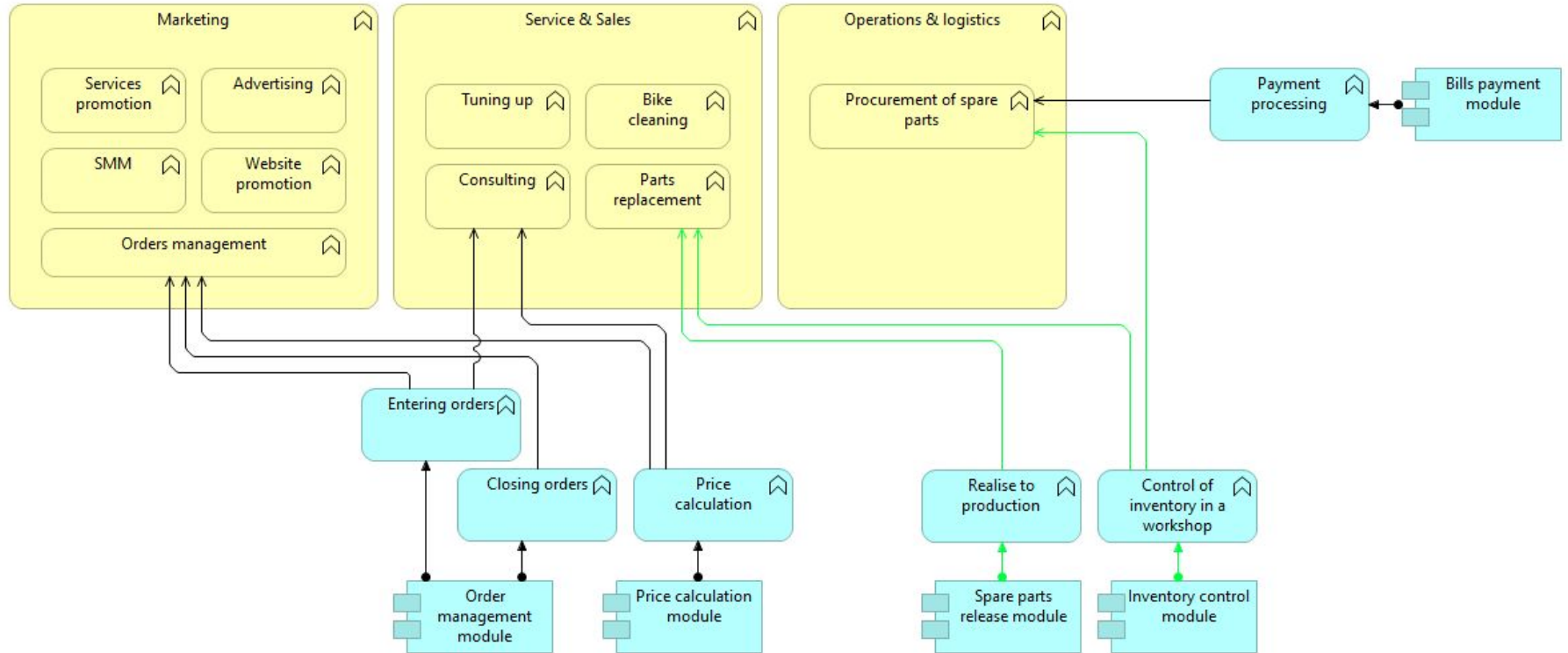
## TO BE



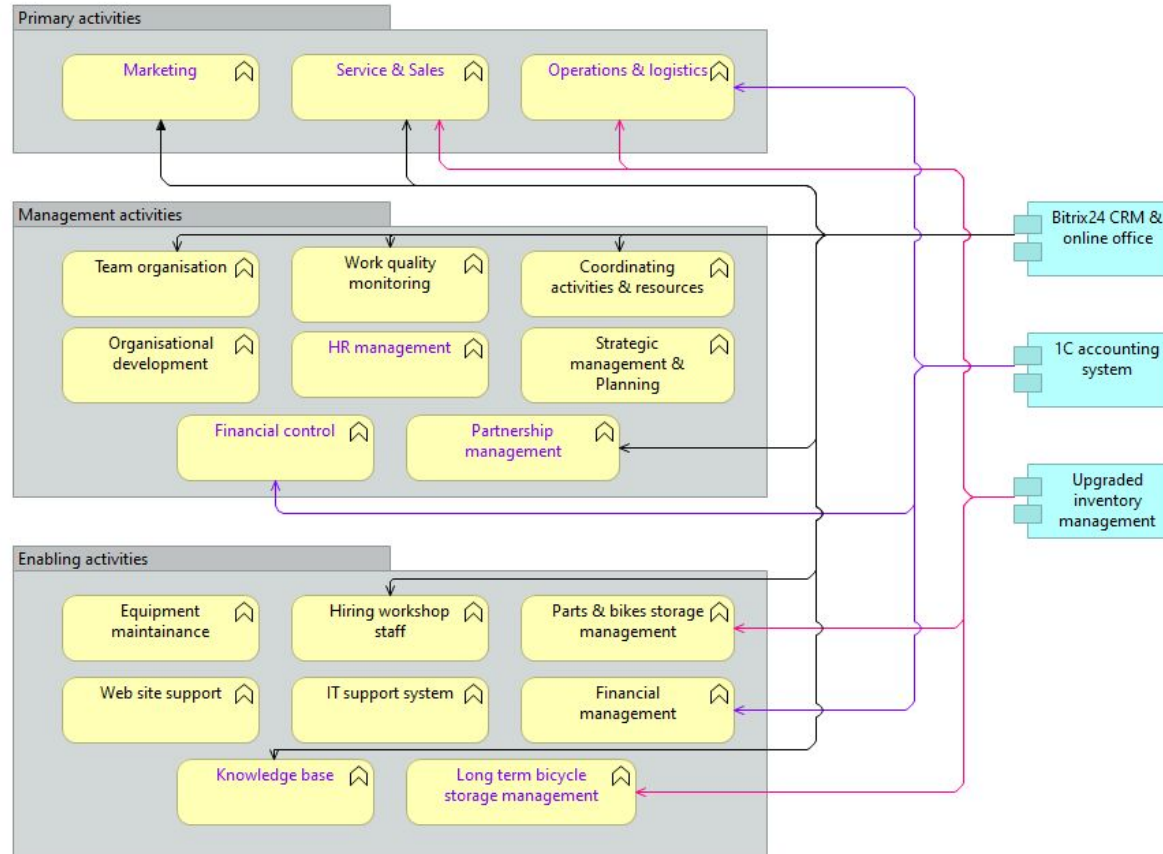
# IS support business functions, AS IS



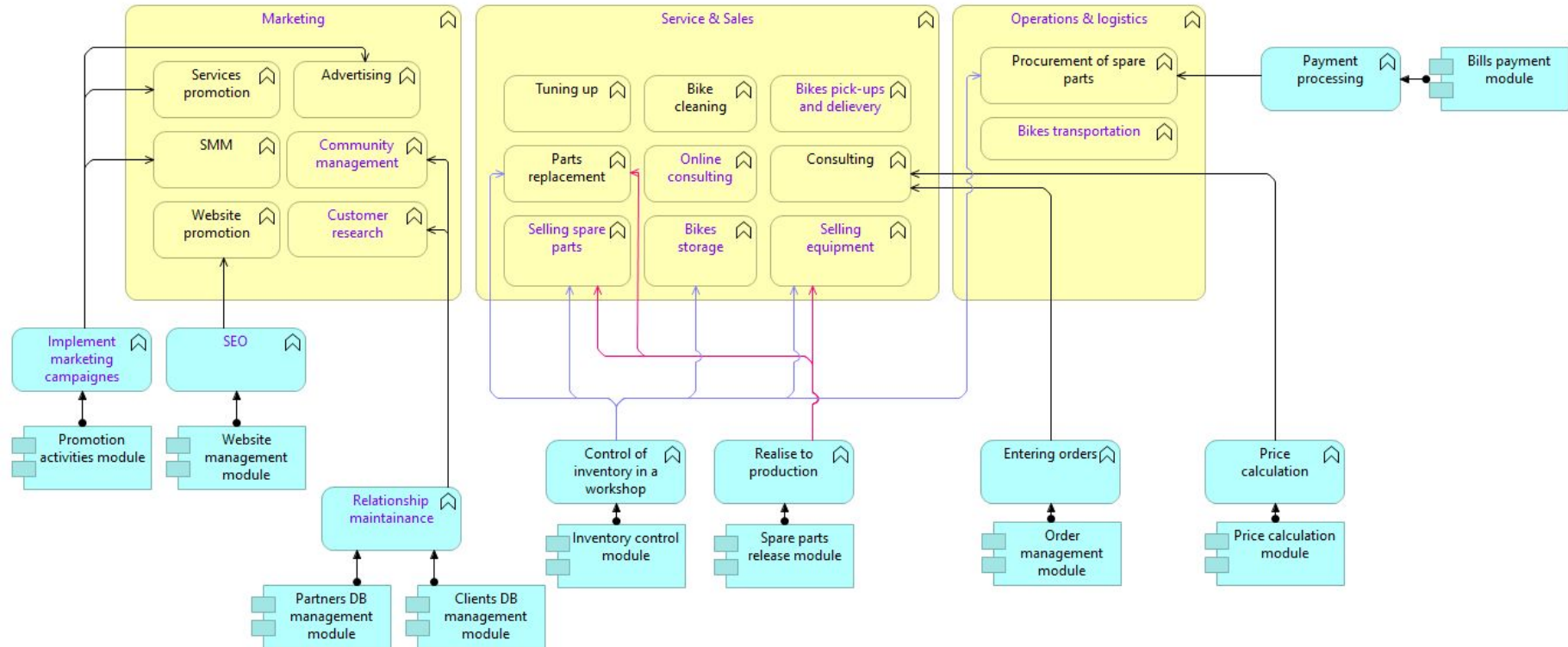
# IS support primary functions, AS IS



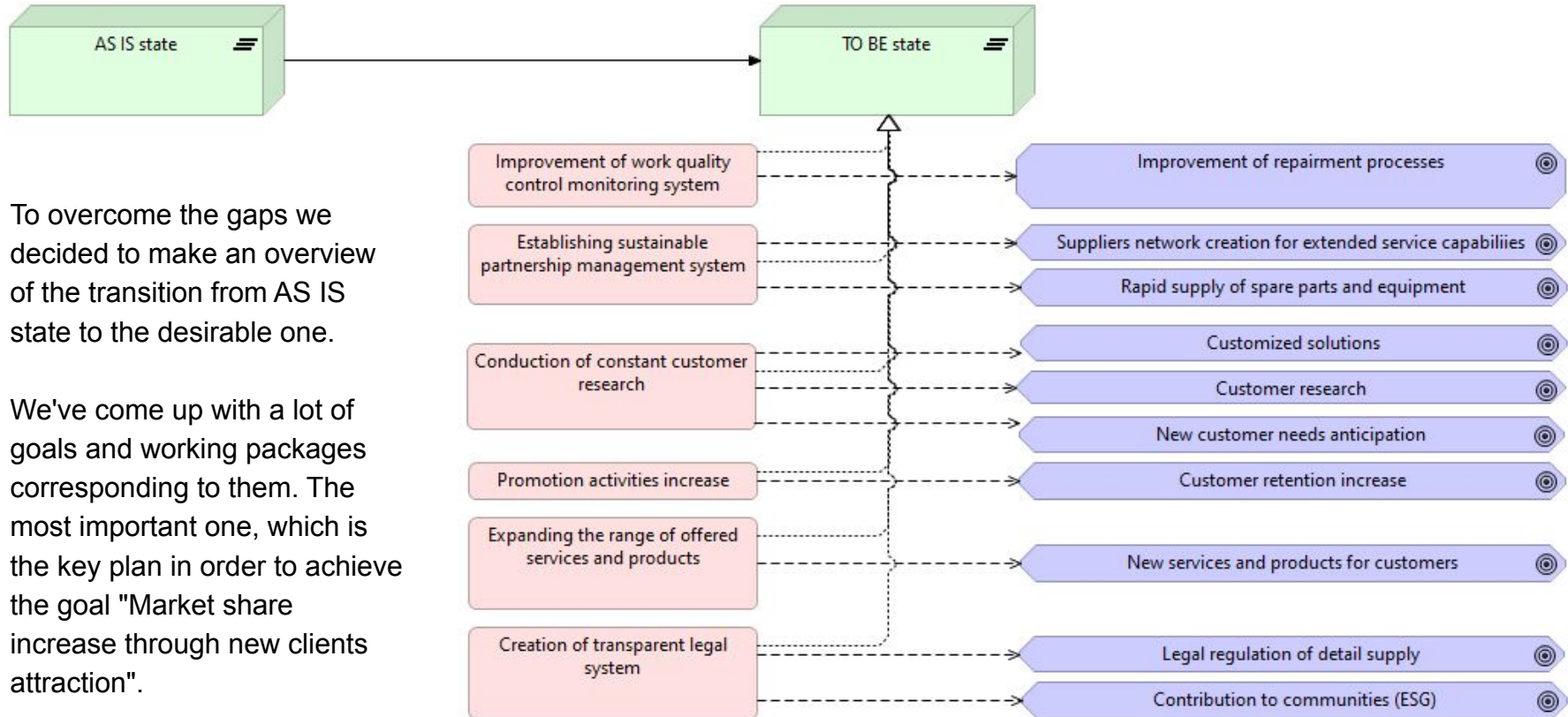
# IS support business functions, TO BE



# IS support primary functions, TO BE



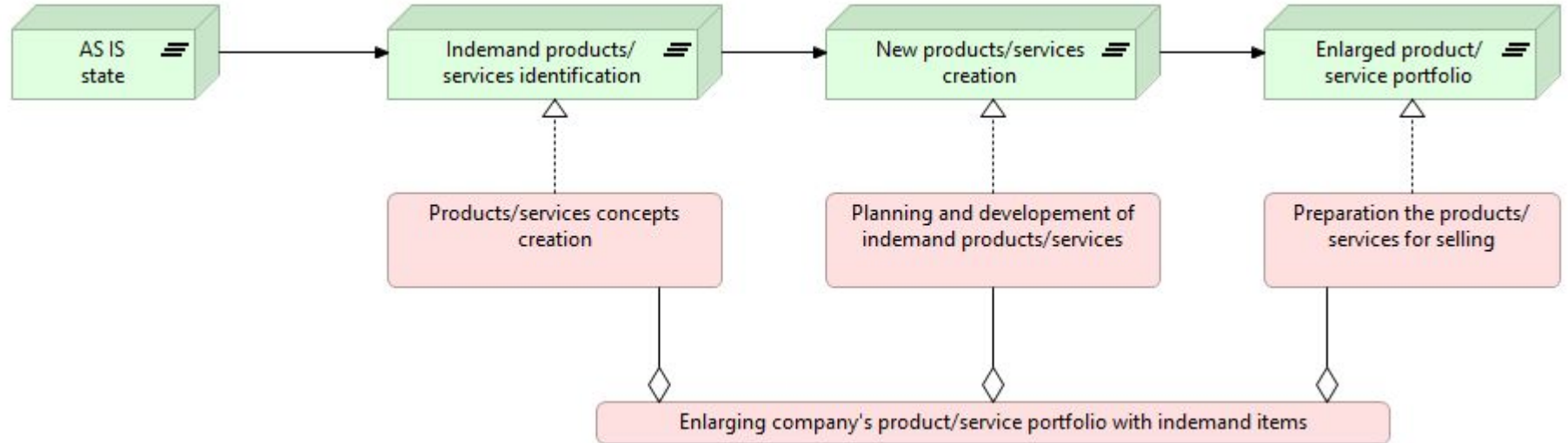
# Transition planning > Overview



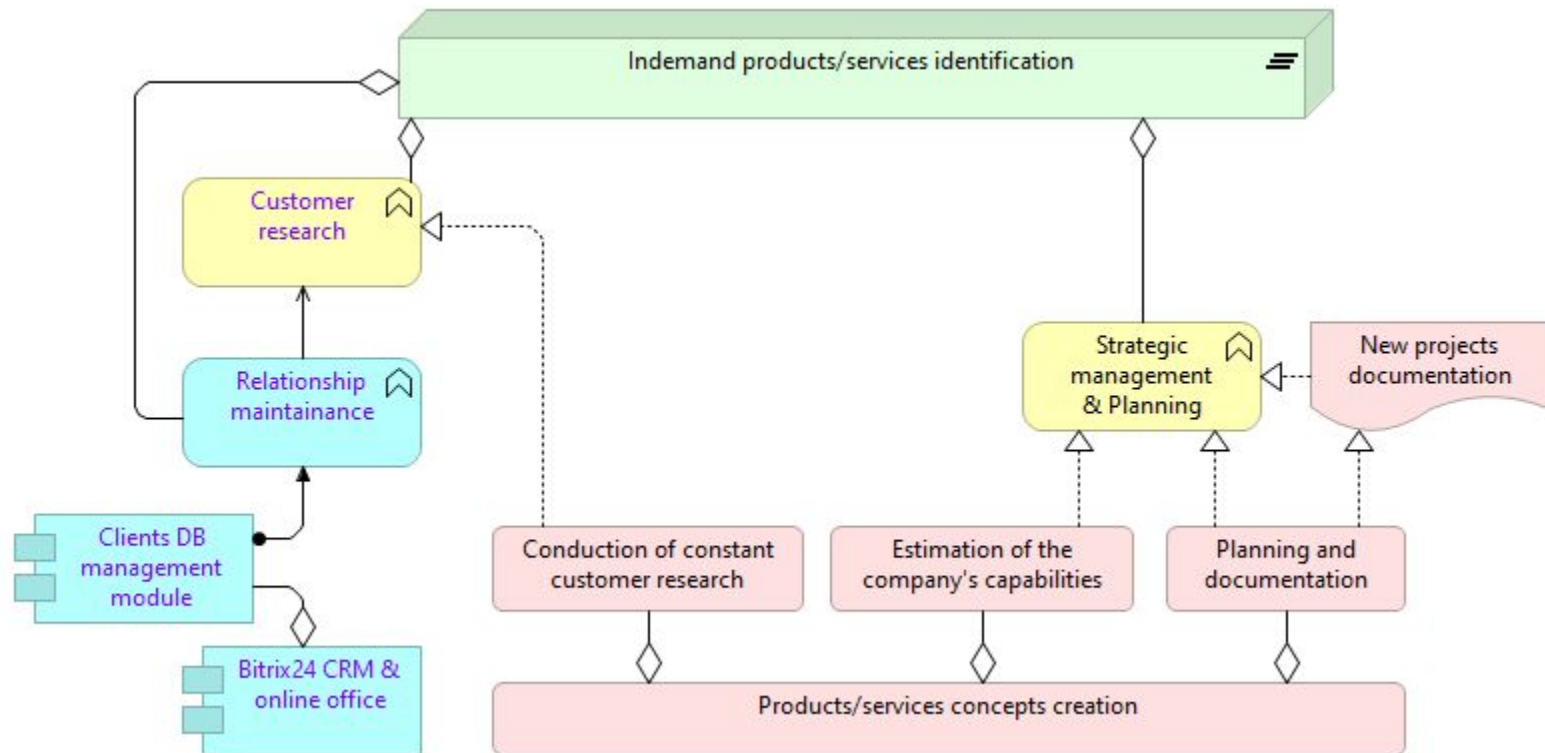
To overcome the gaps we decided to make an overview of the transition from AS IS state to the desirable one.

We've come up with a lot of goals and working packages corresponding to them. The most important one, which is the key plan in order to achieve the goal "Market share increase through new clients attraction".

## Expanding product/service portfolio, overview

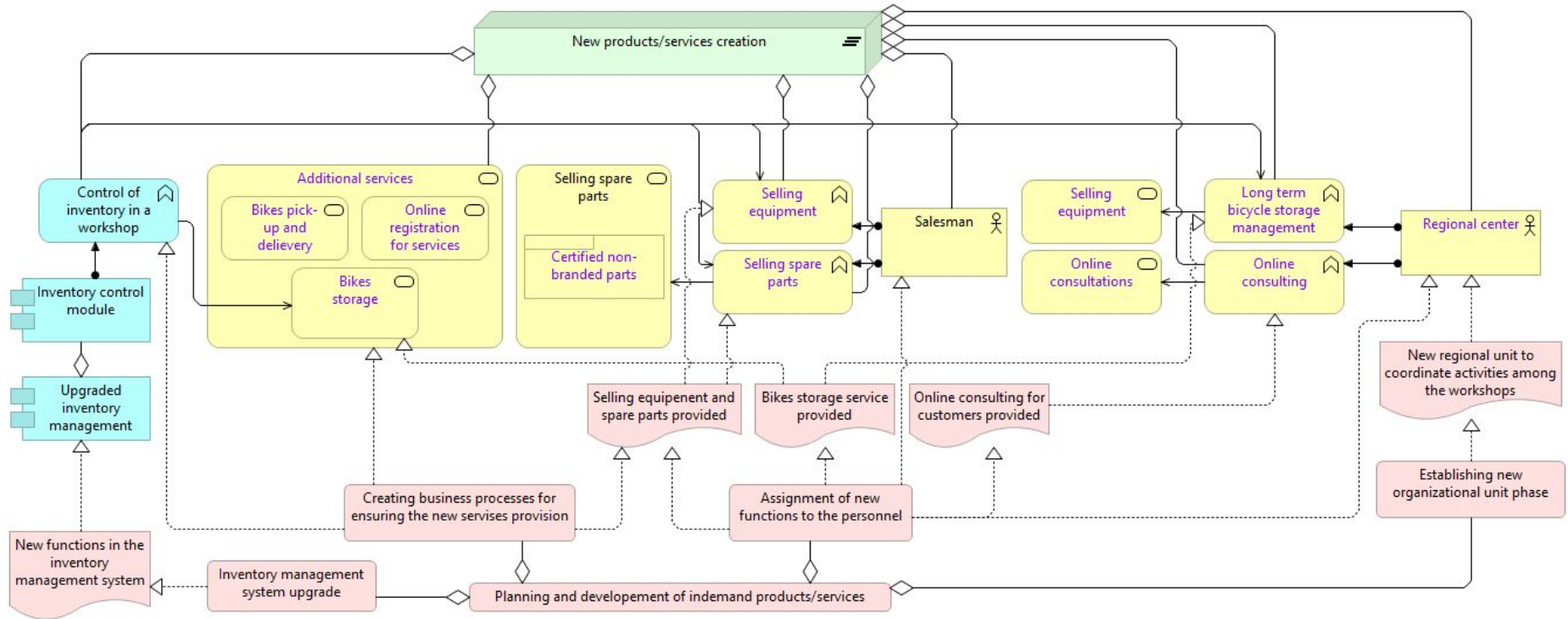


## Expanding product/service portfolio, transition state 1

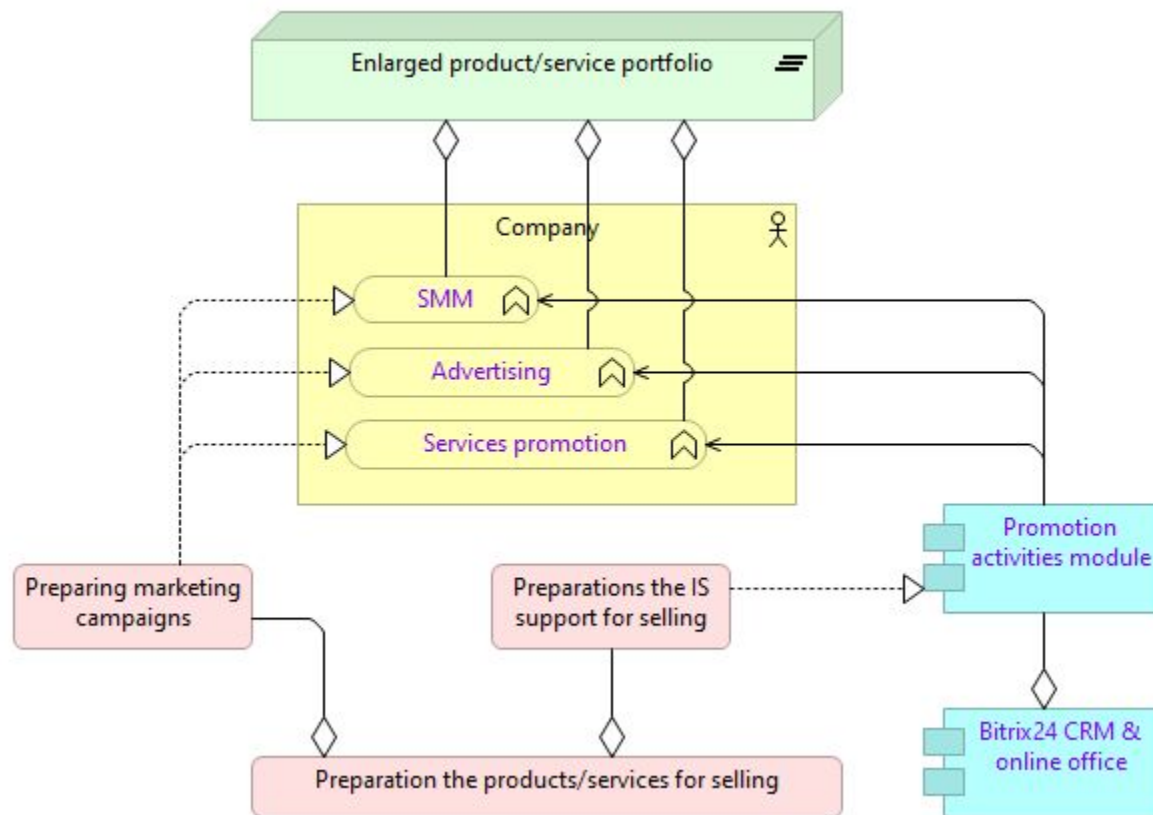




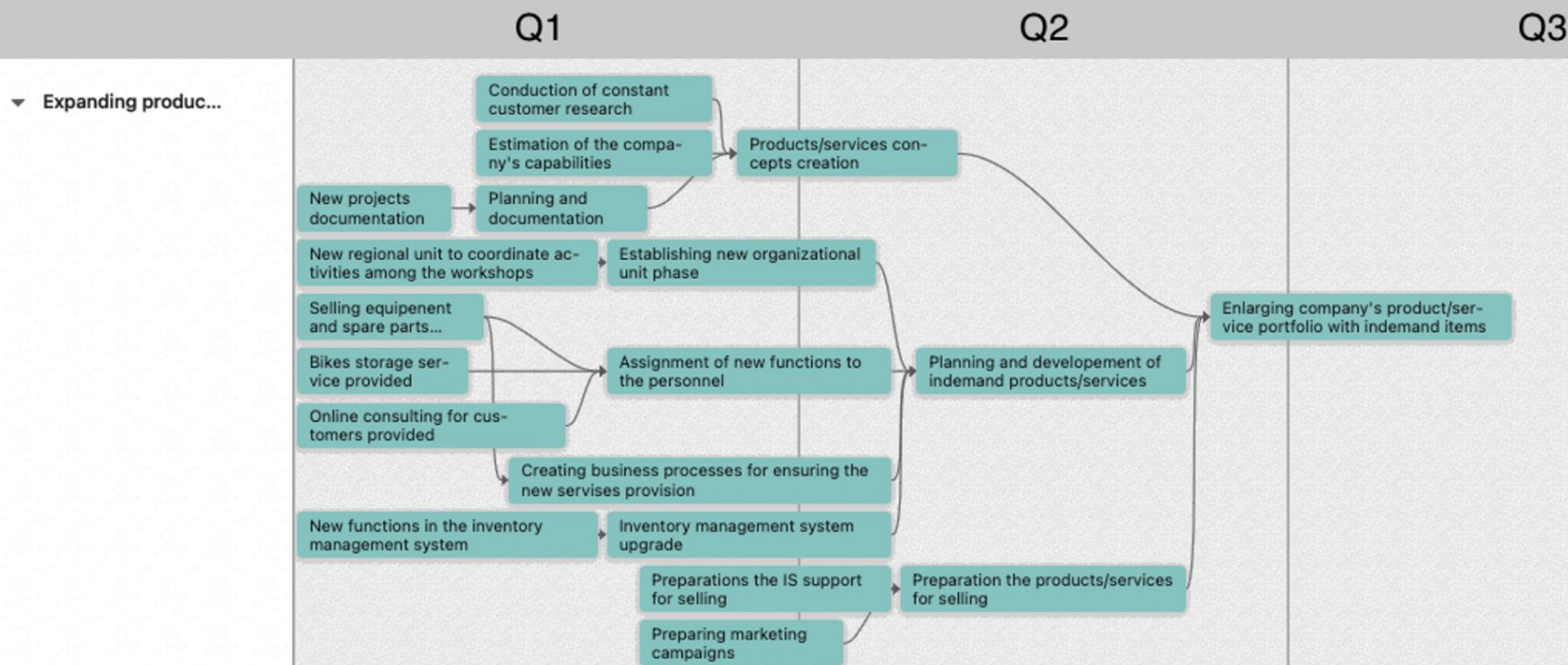
# Expanding product/service portfolio, transition state 2



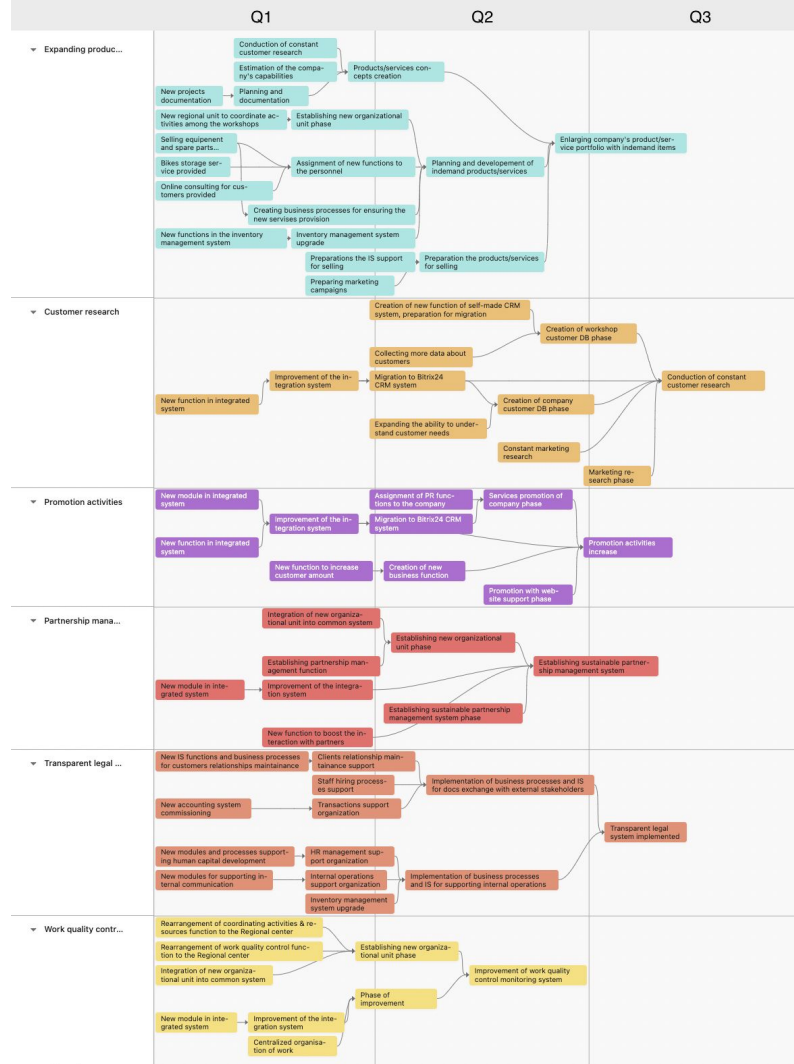
## Expanding product/service portfolio, target state



## Timeline. Expanding product/service portfolio

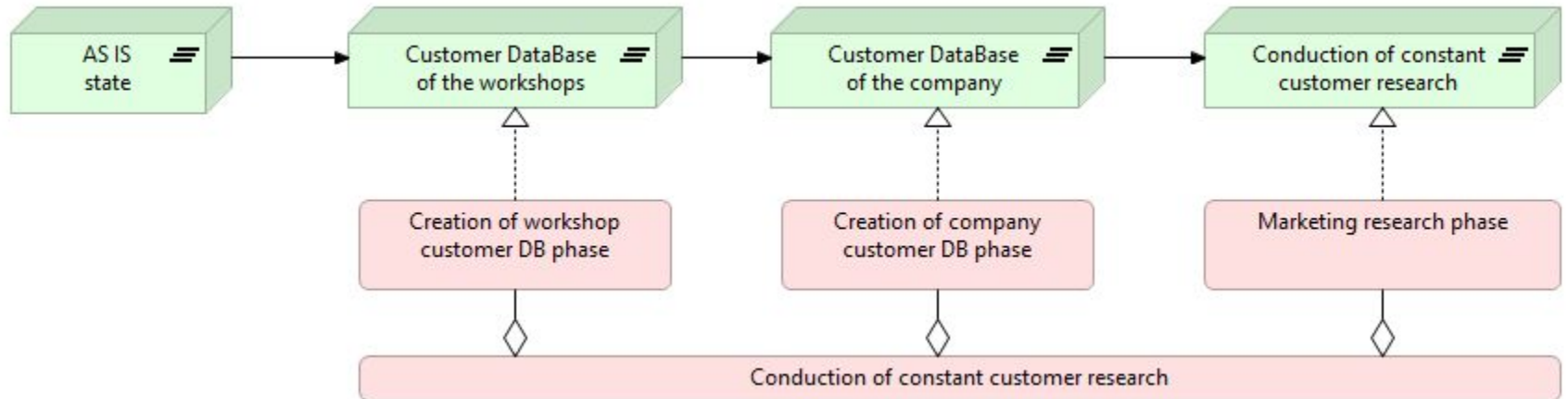


# Timeline

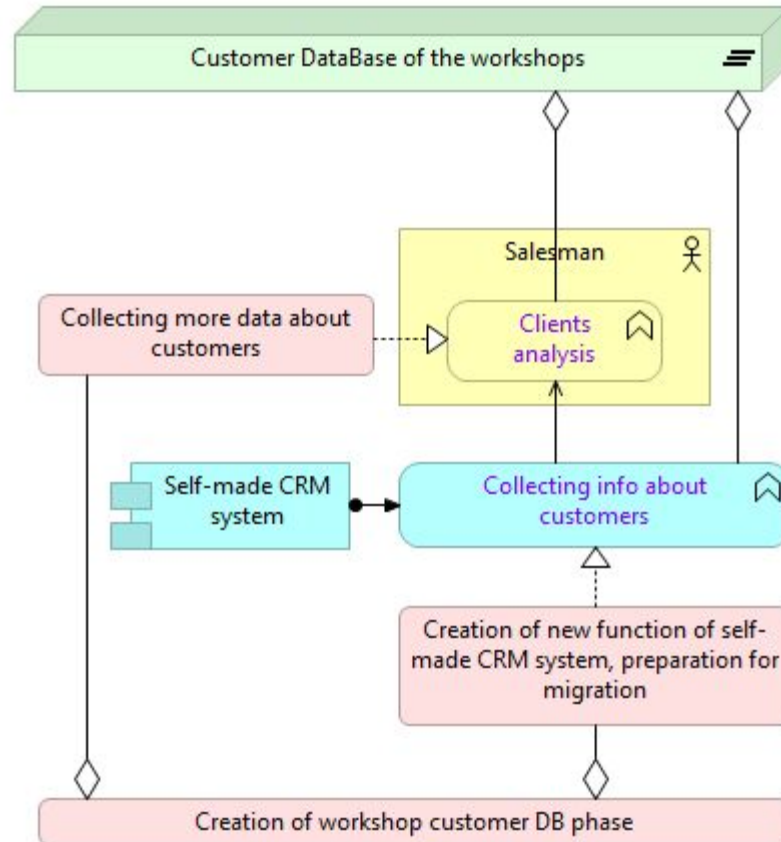


## **Appendix. Customer research transition plan**

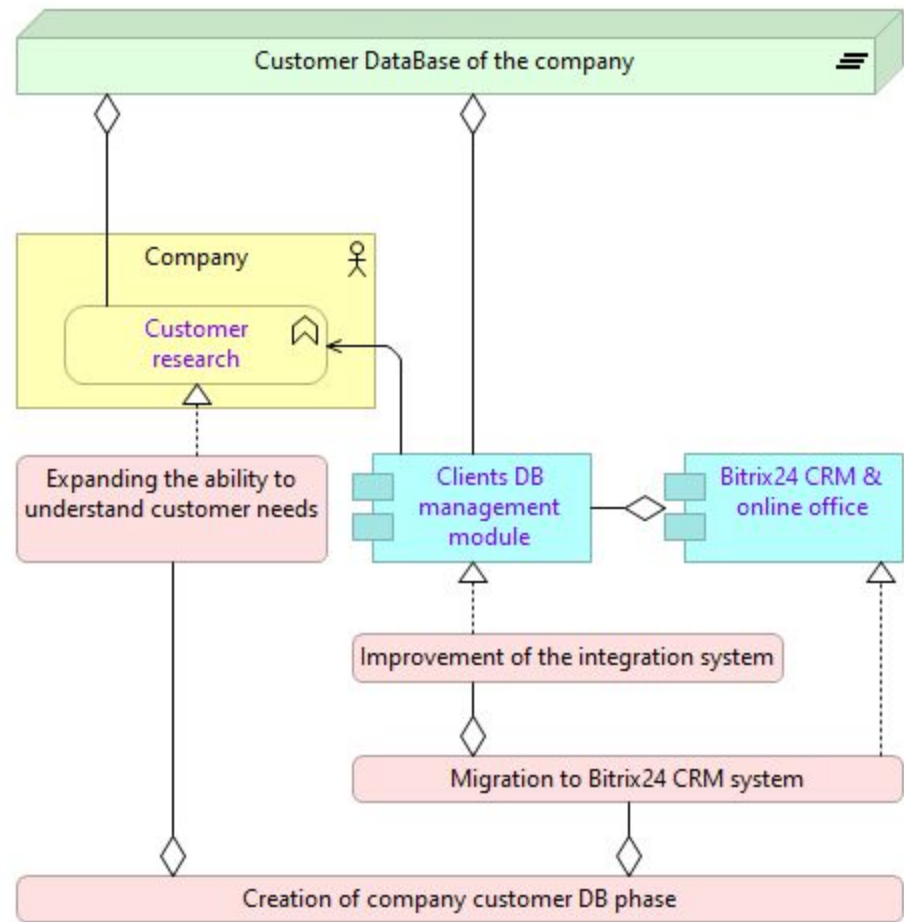
# Customer research, overview



# Customer research, transition state 1

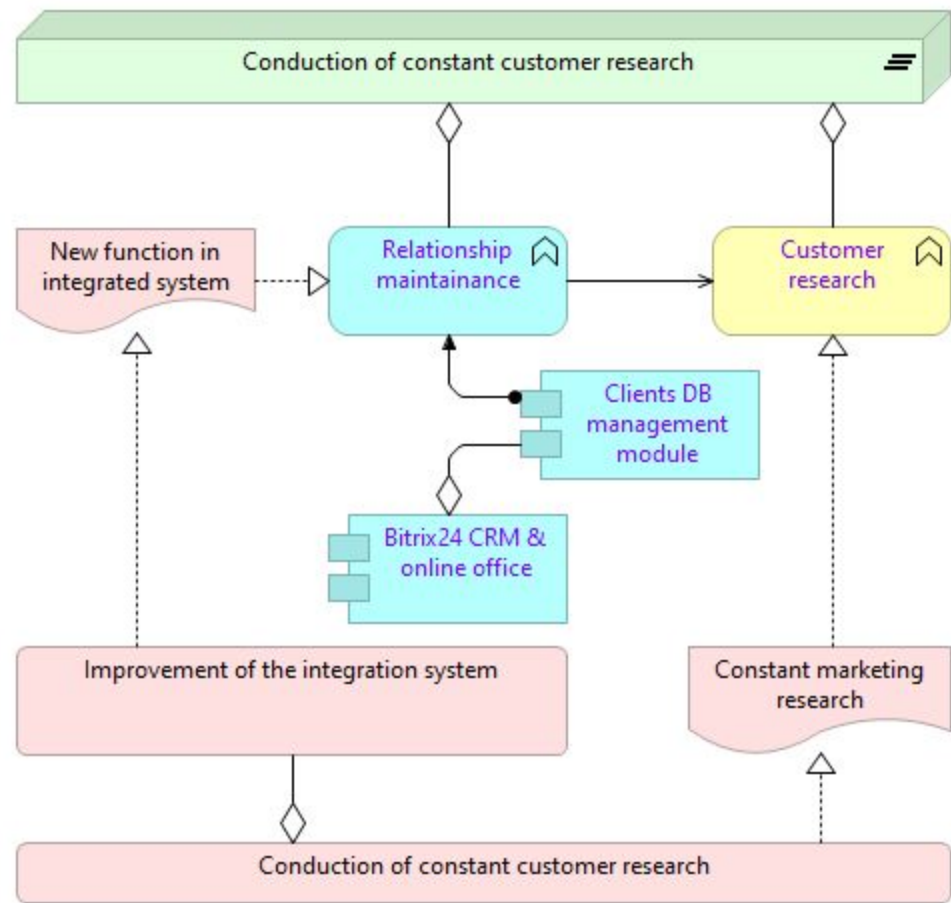


# Customer research, transition state 2



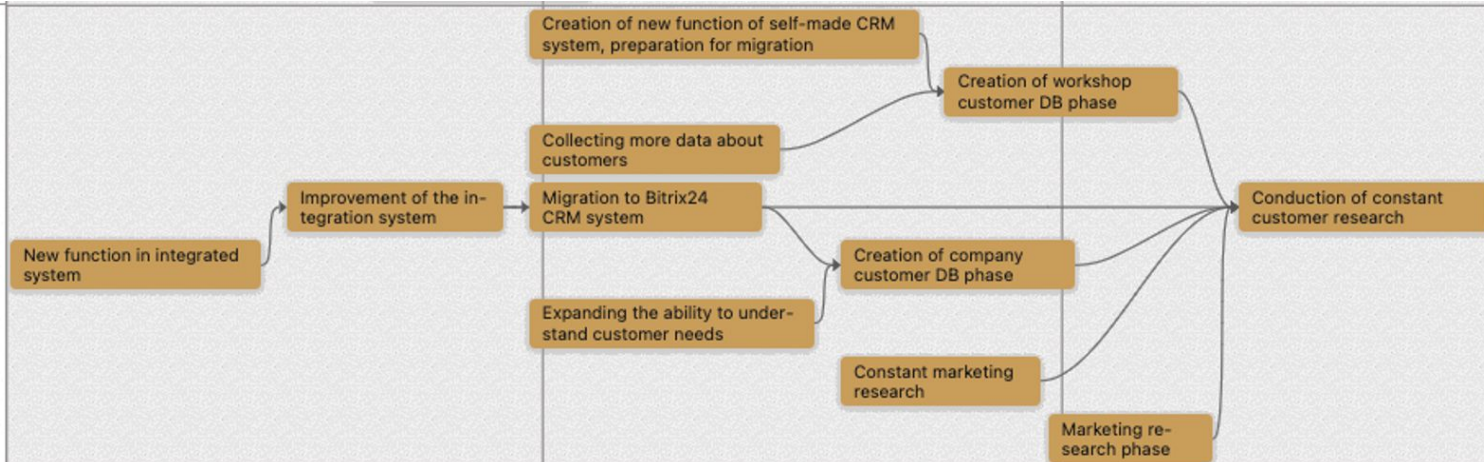


# Customer research, target state



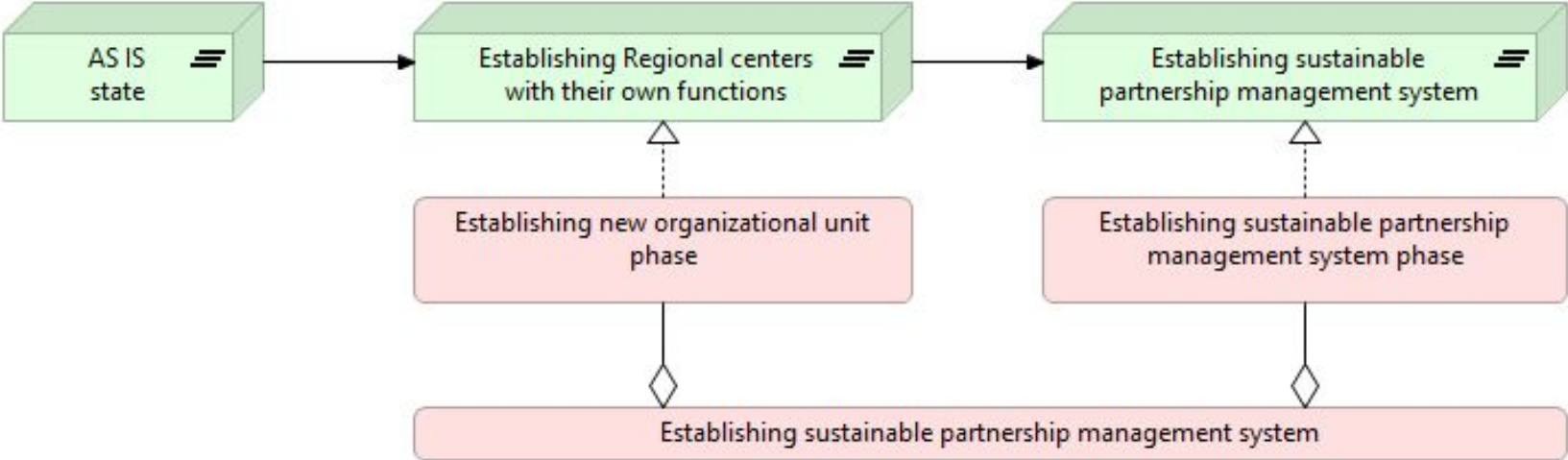
## Timeline. Customer research

### ▼ Customer research

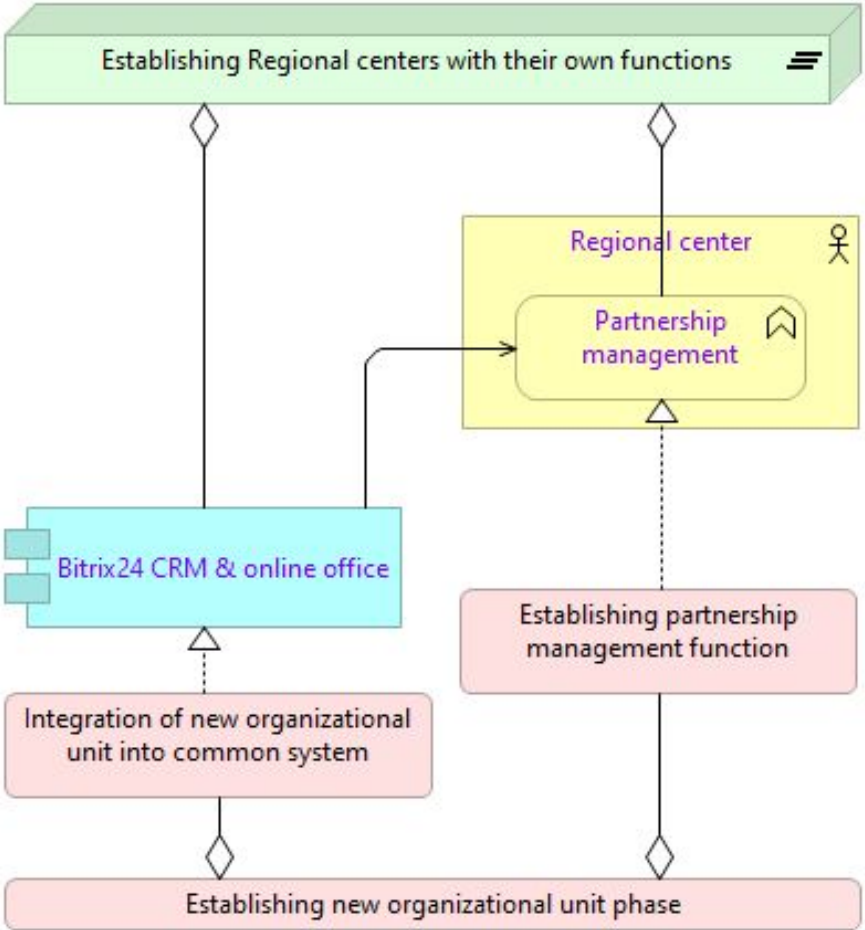


## **Appendix. Partnership management system**

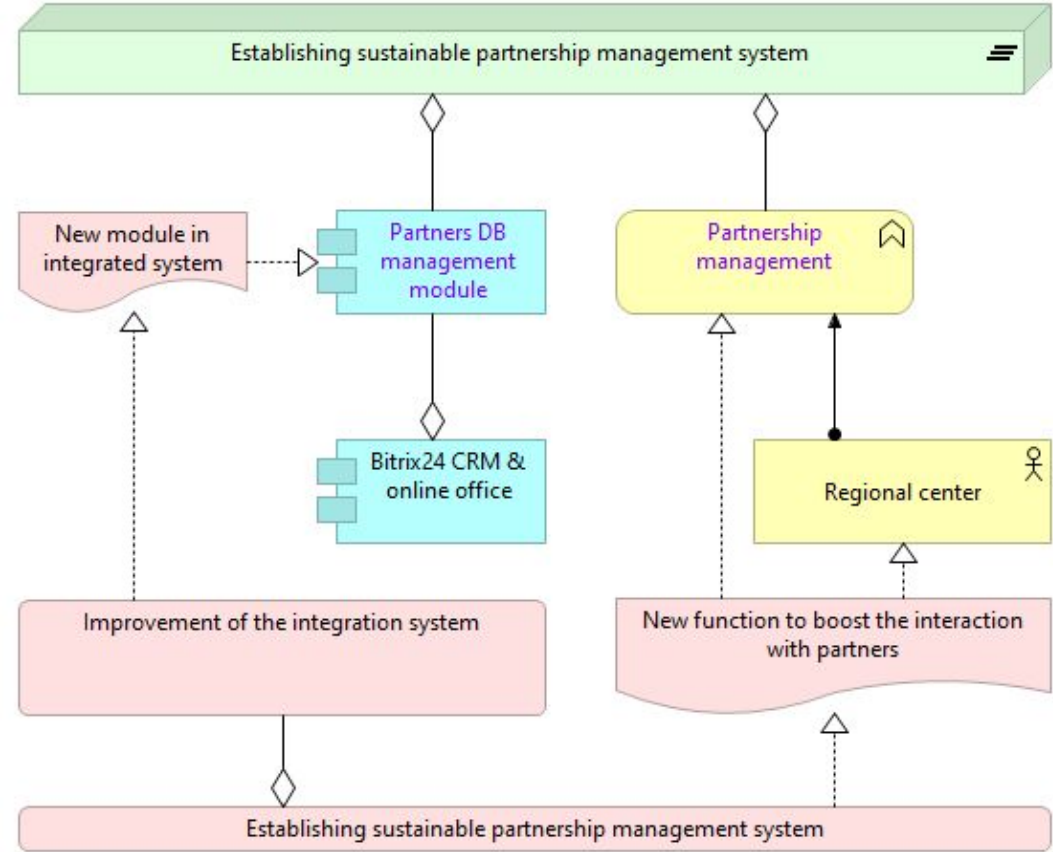
# Partnership management system, overview



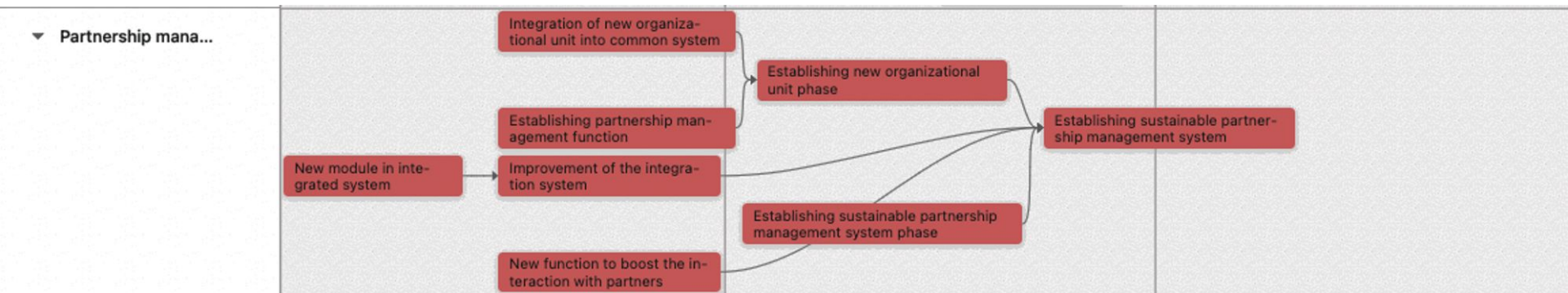
# Partnership management system, transition state



# Partnership management system, target state



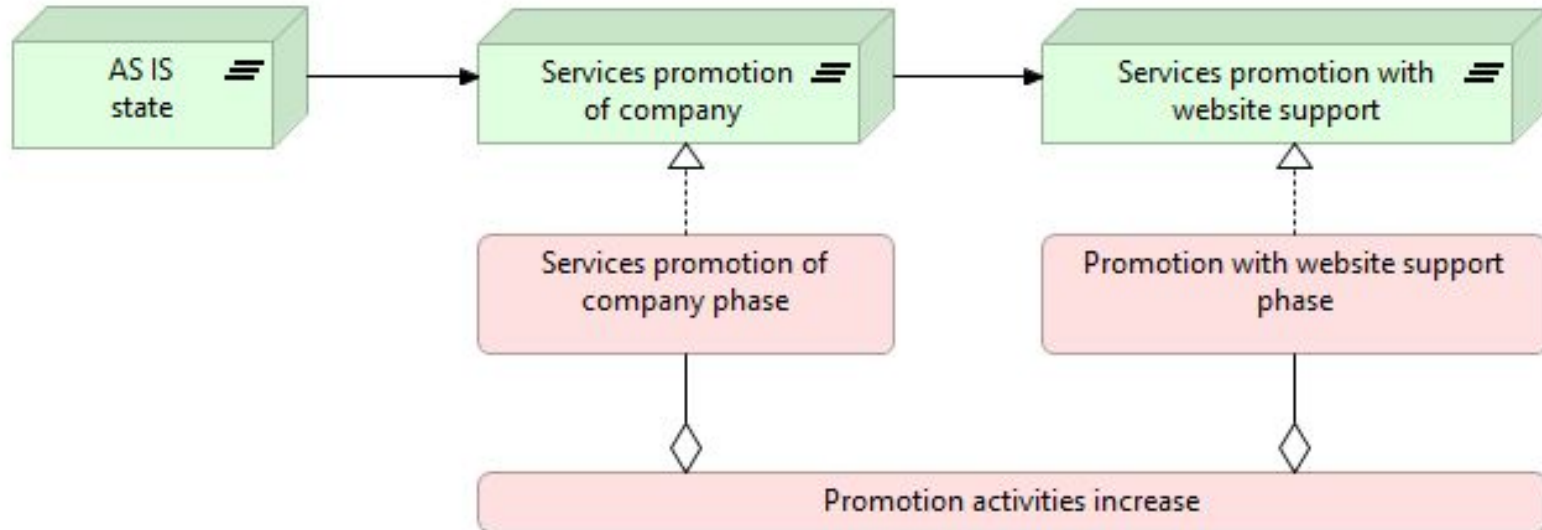
## Timeline. Partnership management system



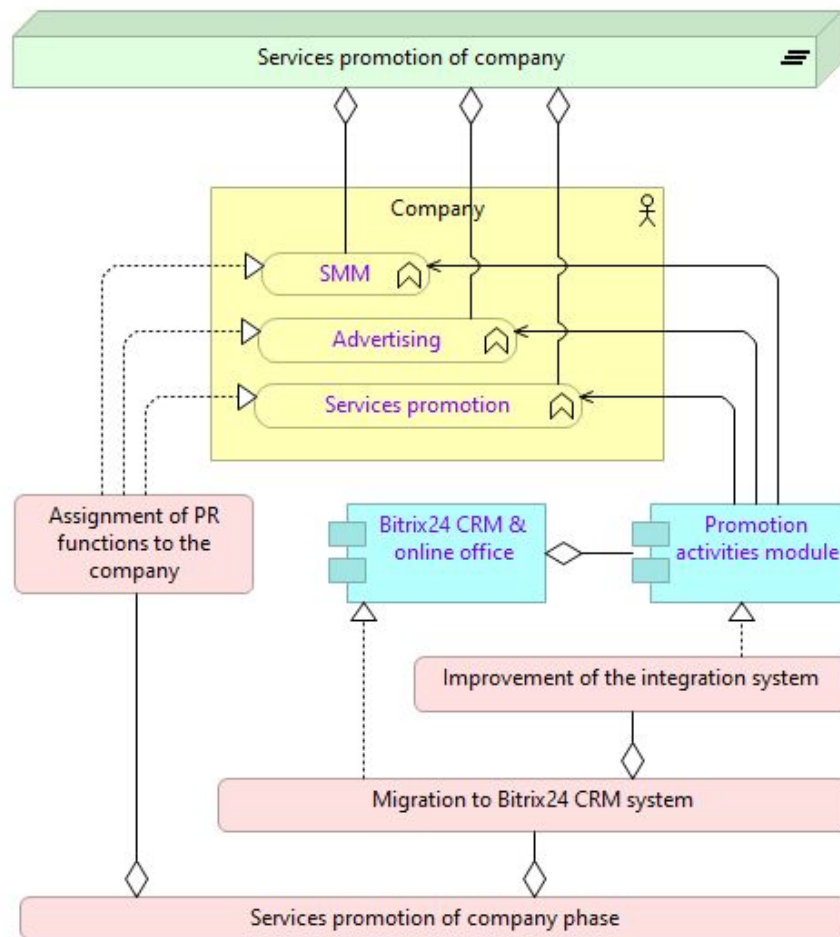
## **Appendix. Promotion activities**



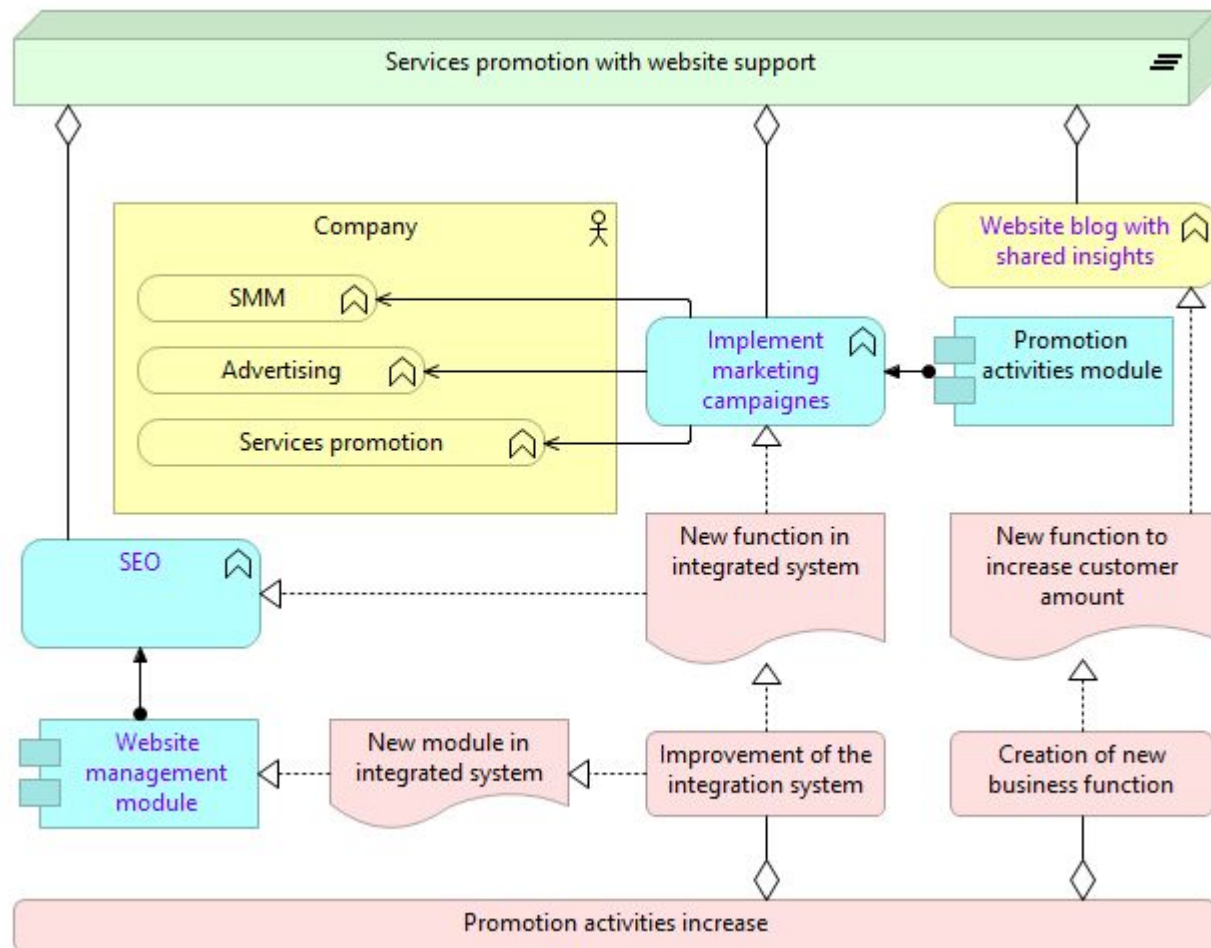
## Promotion activities, overview



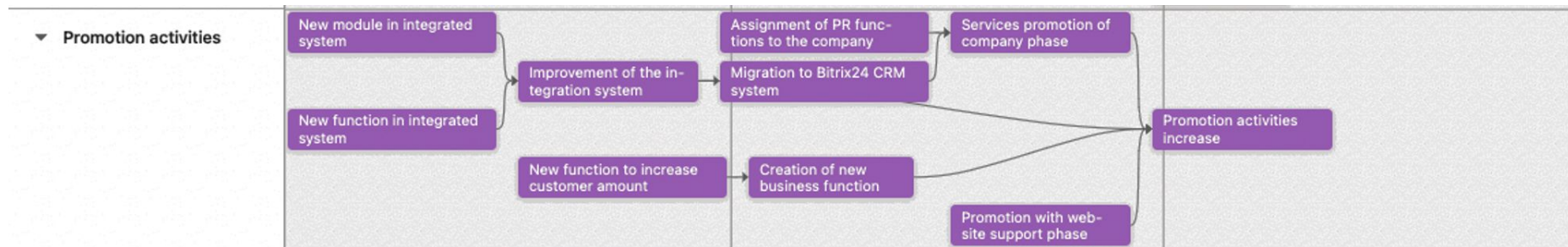
# Promotion activities, transition state



## Promotion activities, target state

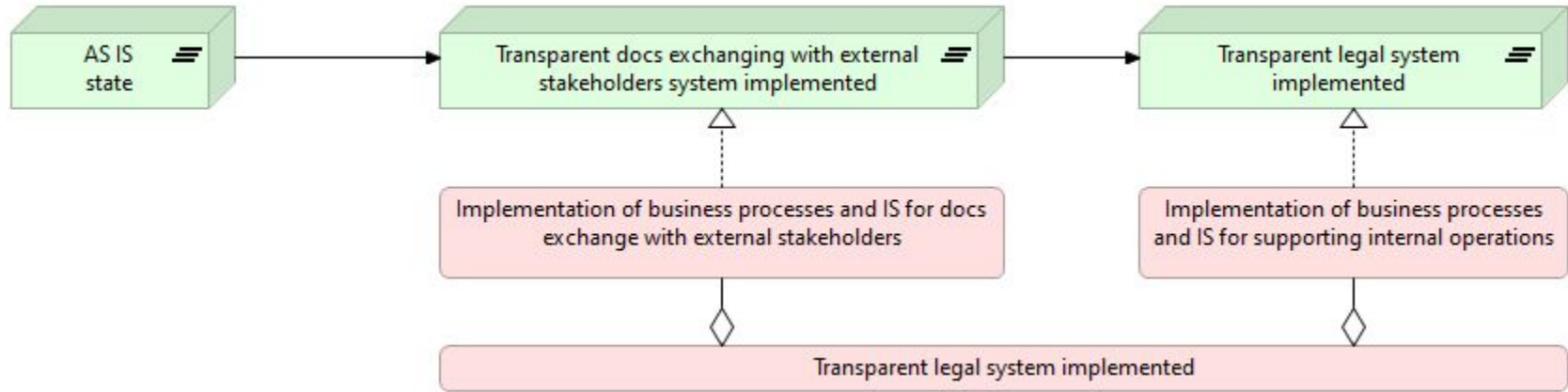


## Timeline. Promotion activities

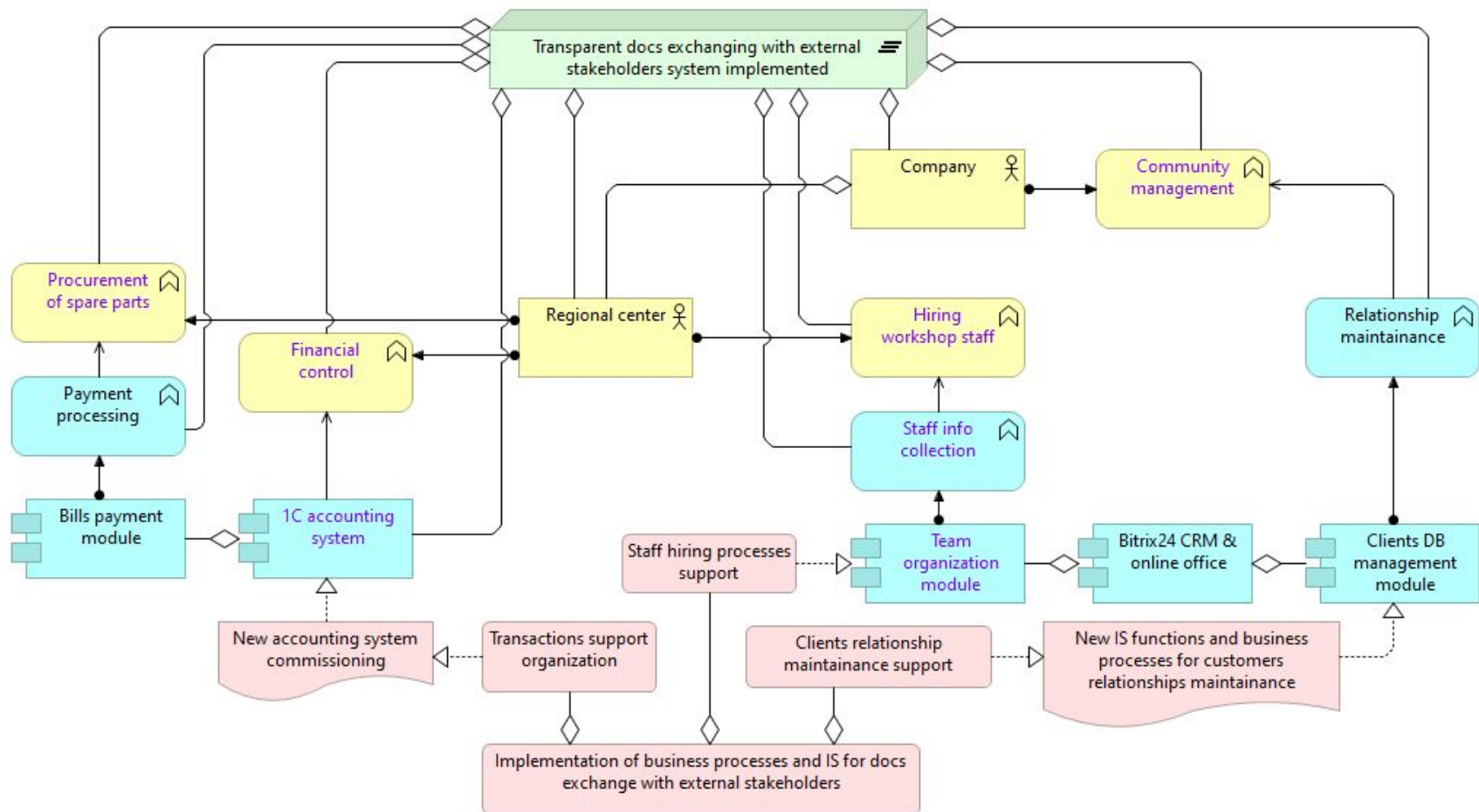


## **Appendix. Transparent legal system**

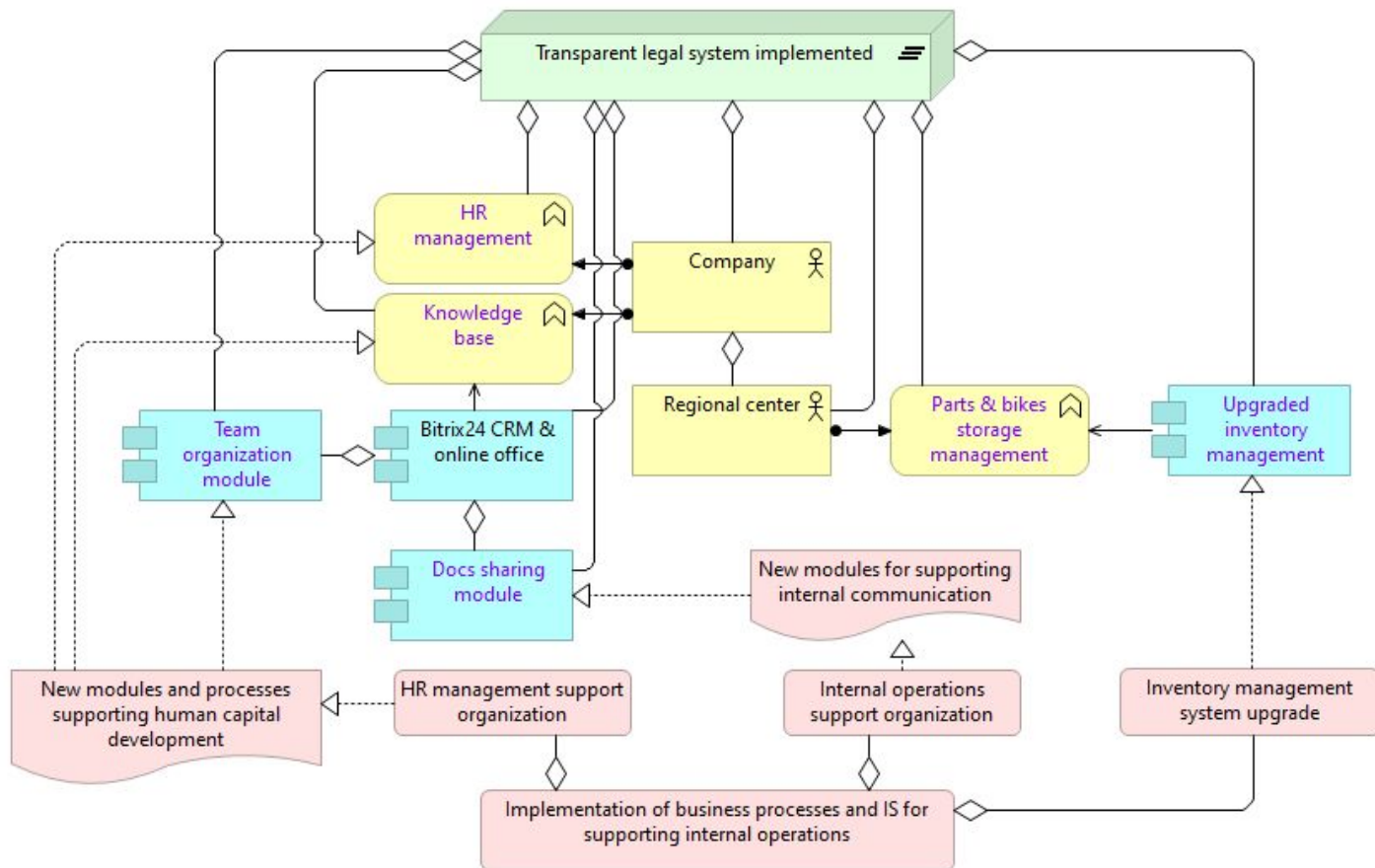
# Transparent legal system, overview



# Transparent legal system, transition state



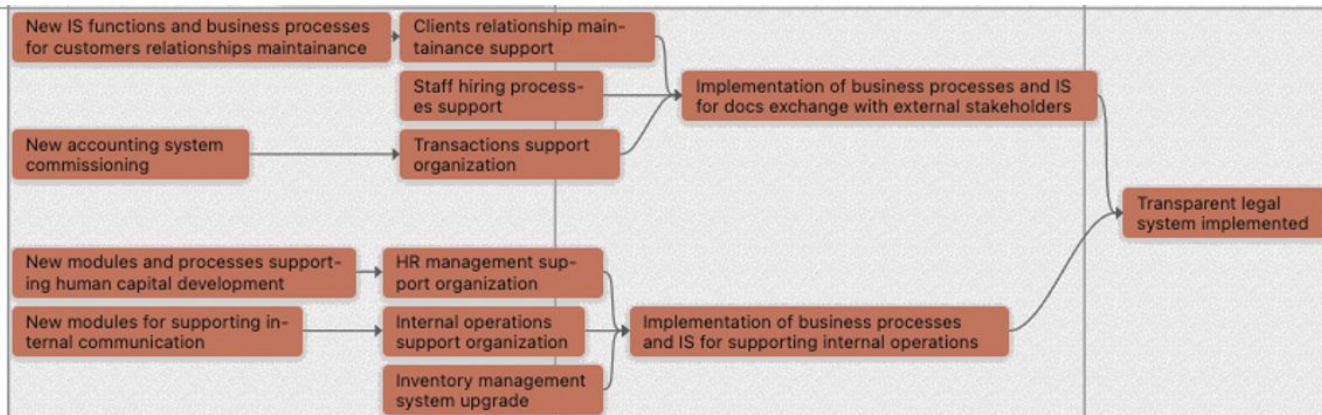
# Transparent legal system, target state





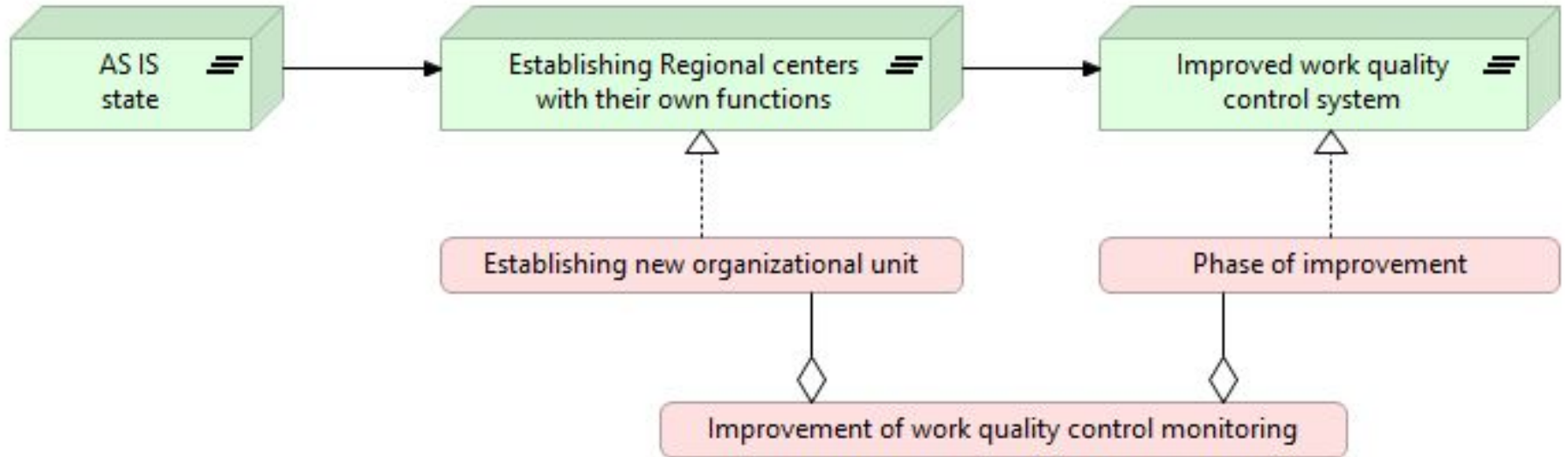
## Timeline. Transparent legal system

### ▼ Transparent legal ...

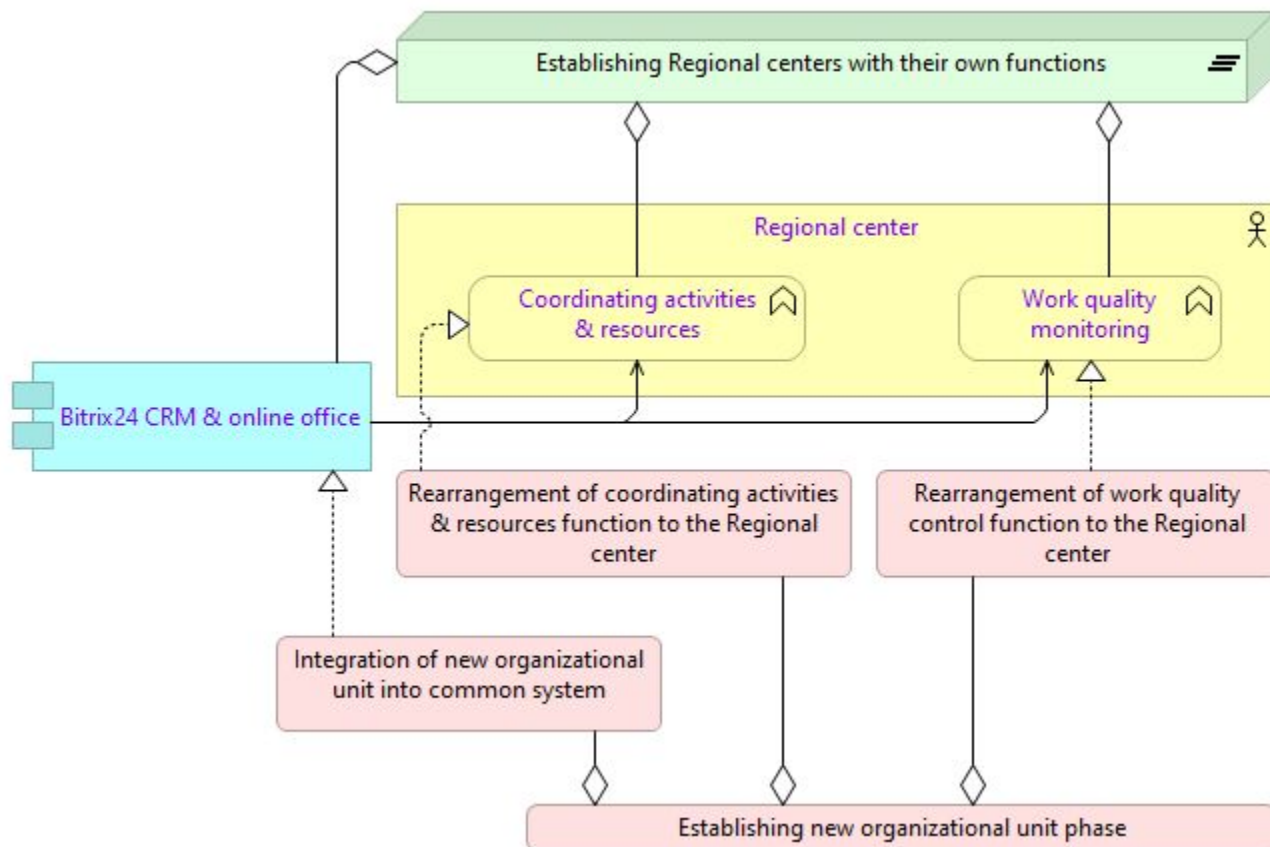


## **Appendix. Work quality control system**

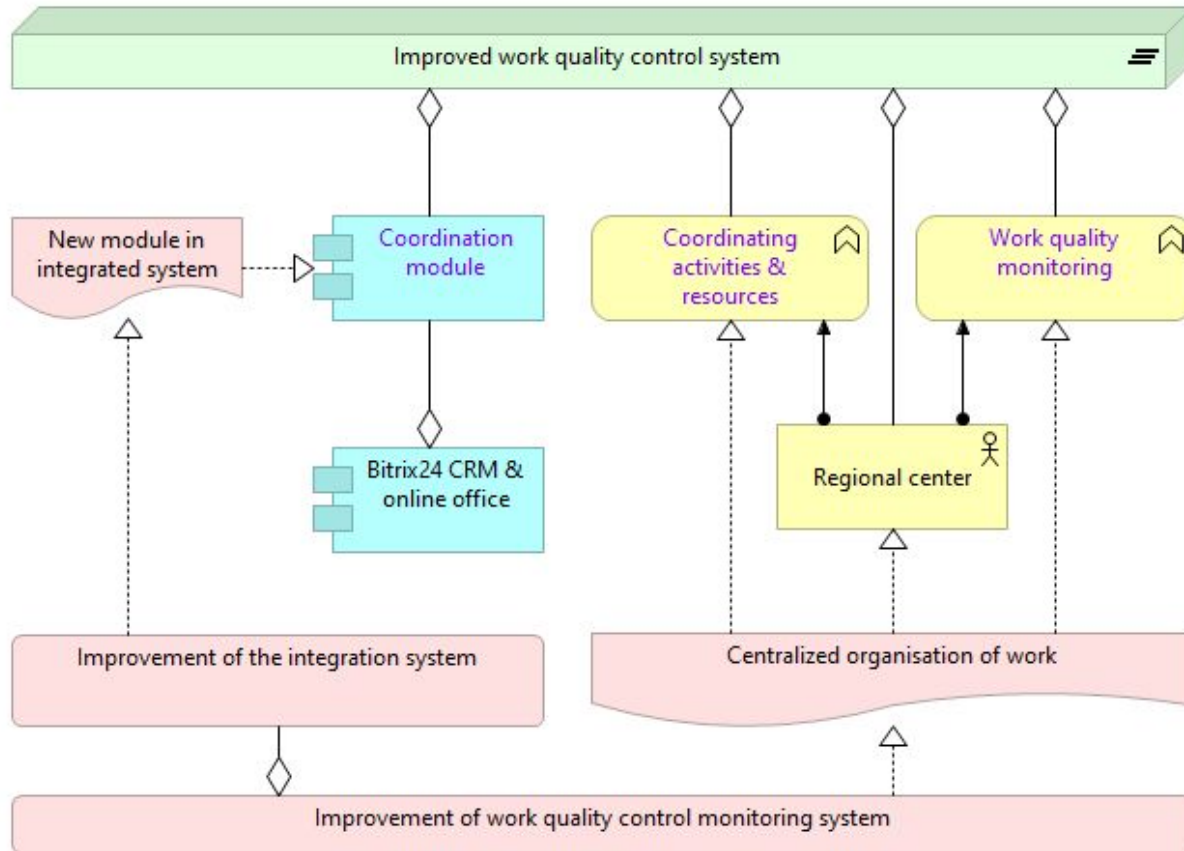
## Work quality control system, overview



## Work quality control system, transition state



## Work quality control system, target state



## Timeline. Work quality control system

