

Assignment 8. Integrated project

GROUP 1

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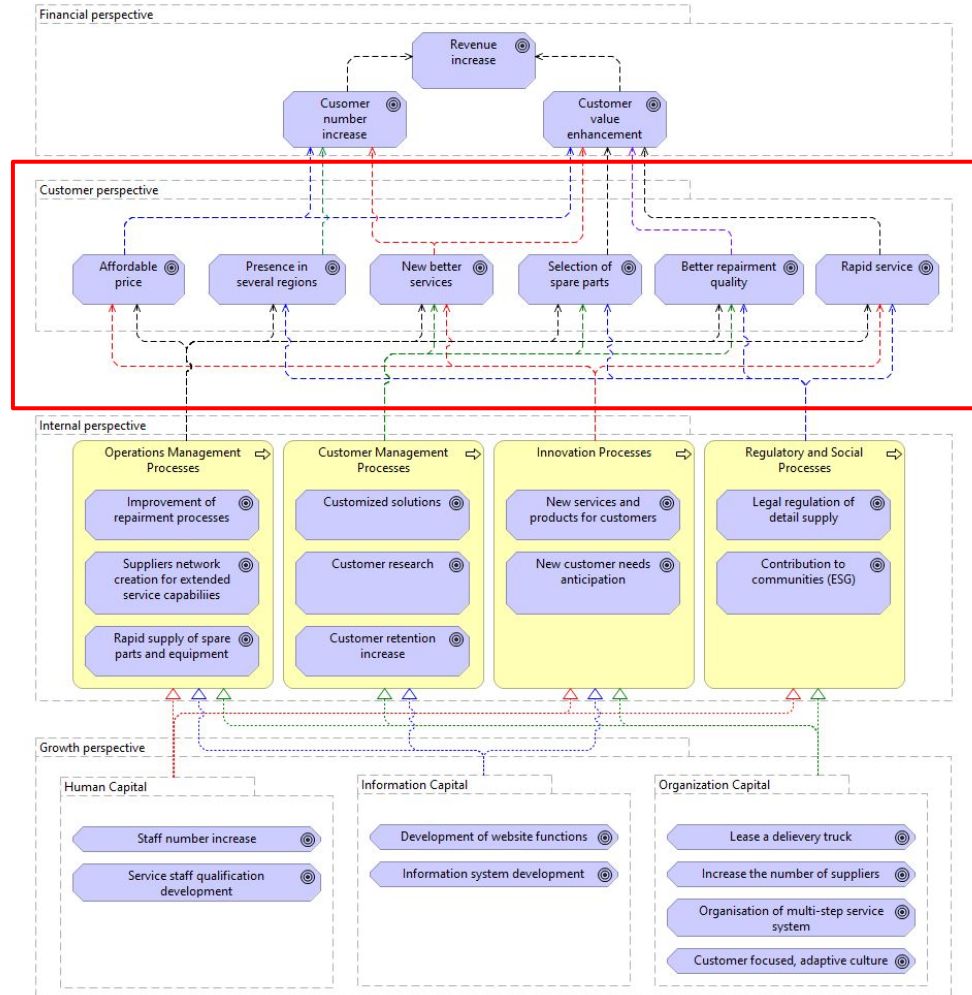


**Graduate School
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St. Petersburg University



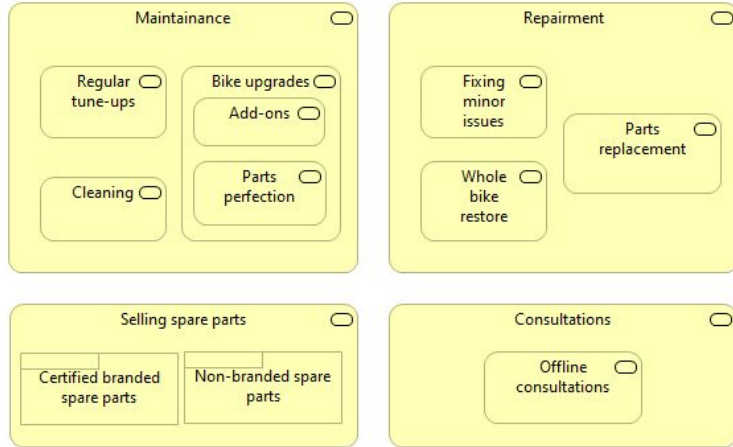
Strategic map

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.

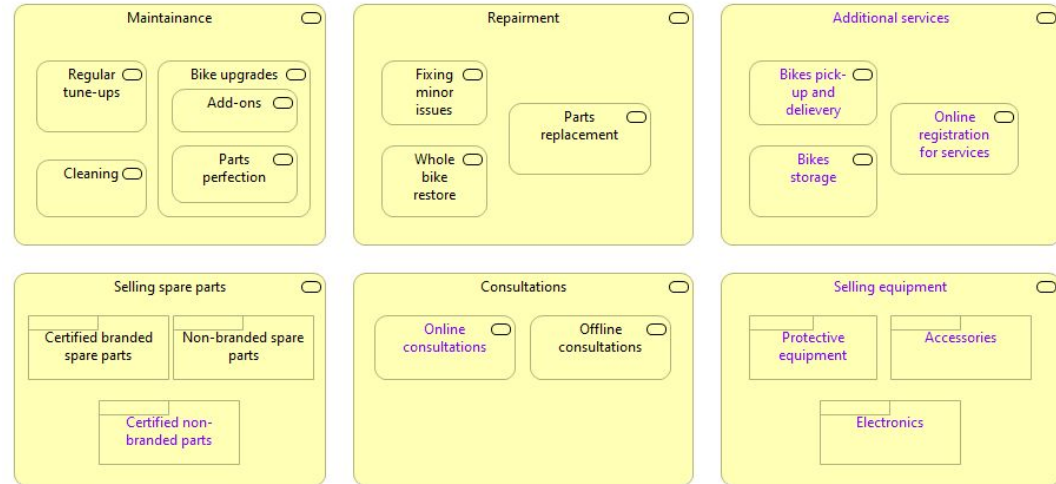


Products and services of the company: AS IS and TO BE

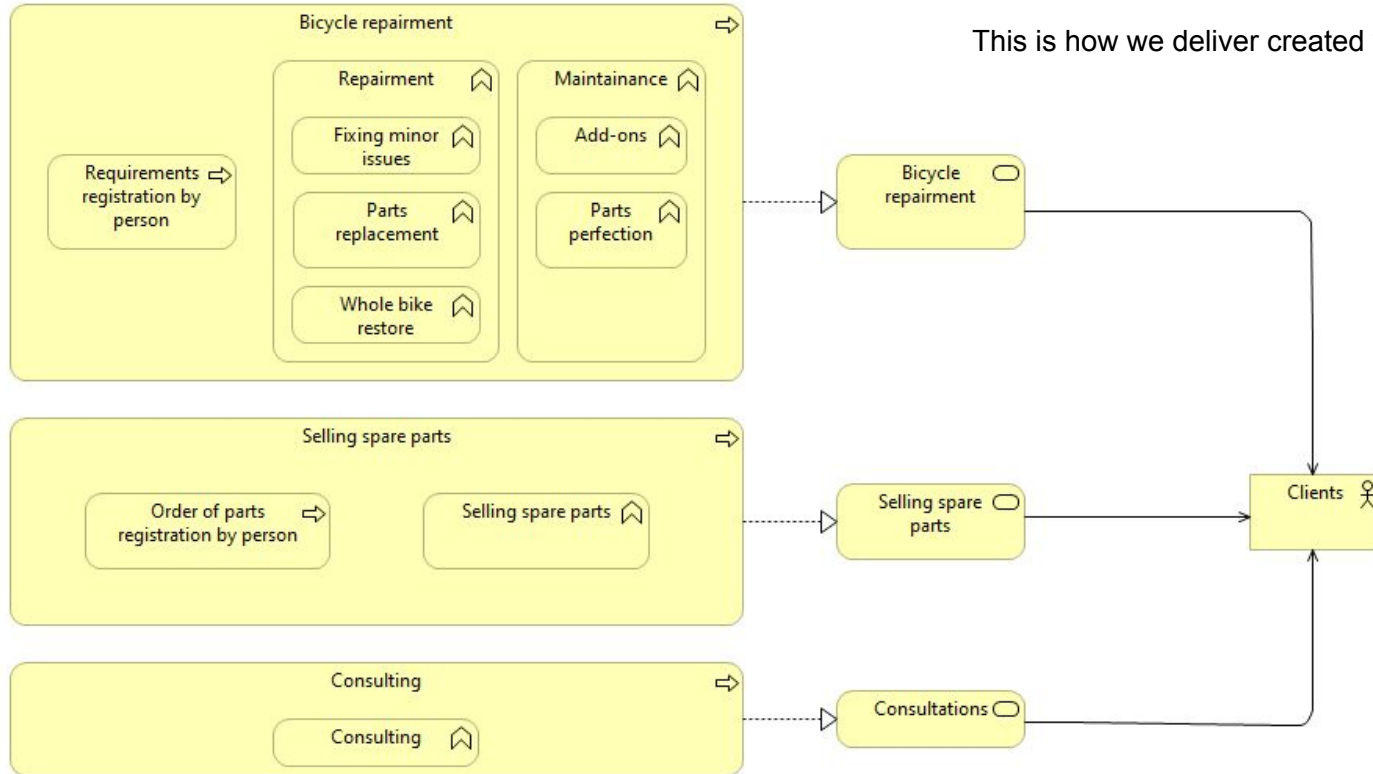
AS IS



TO BE

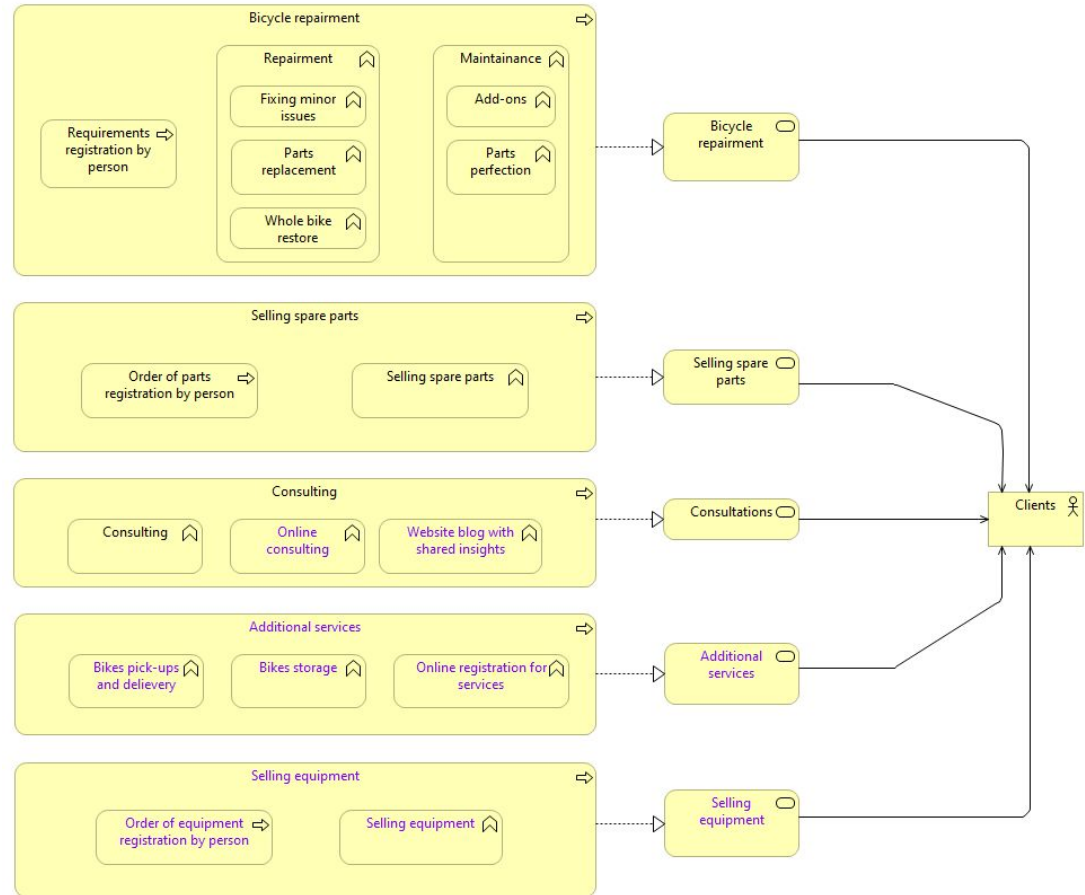


Value chain, how services/products are provided: AS IS



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

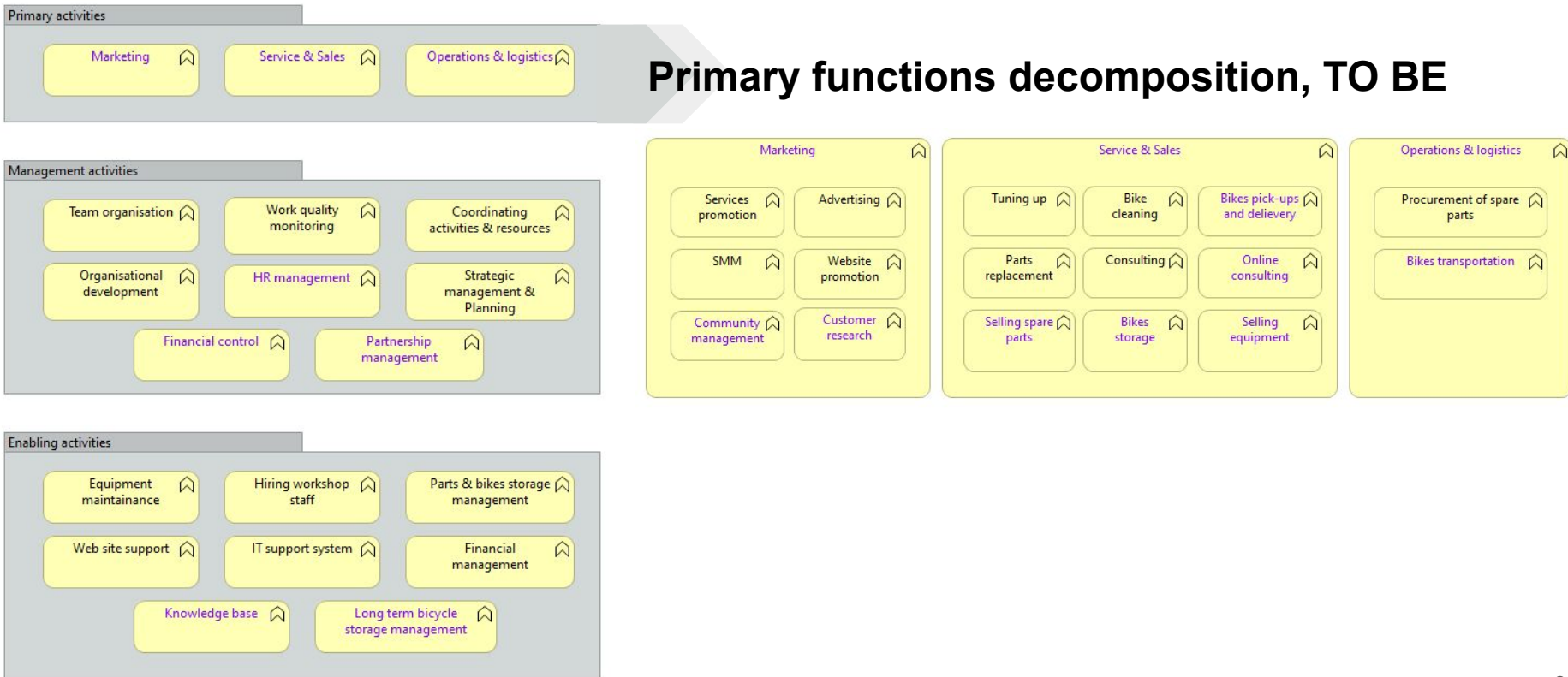
Web site support

IT support system

Financial management

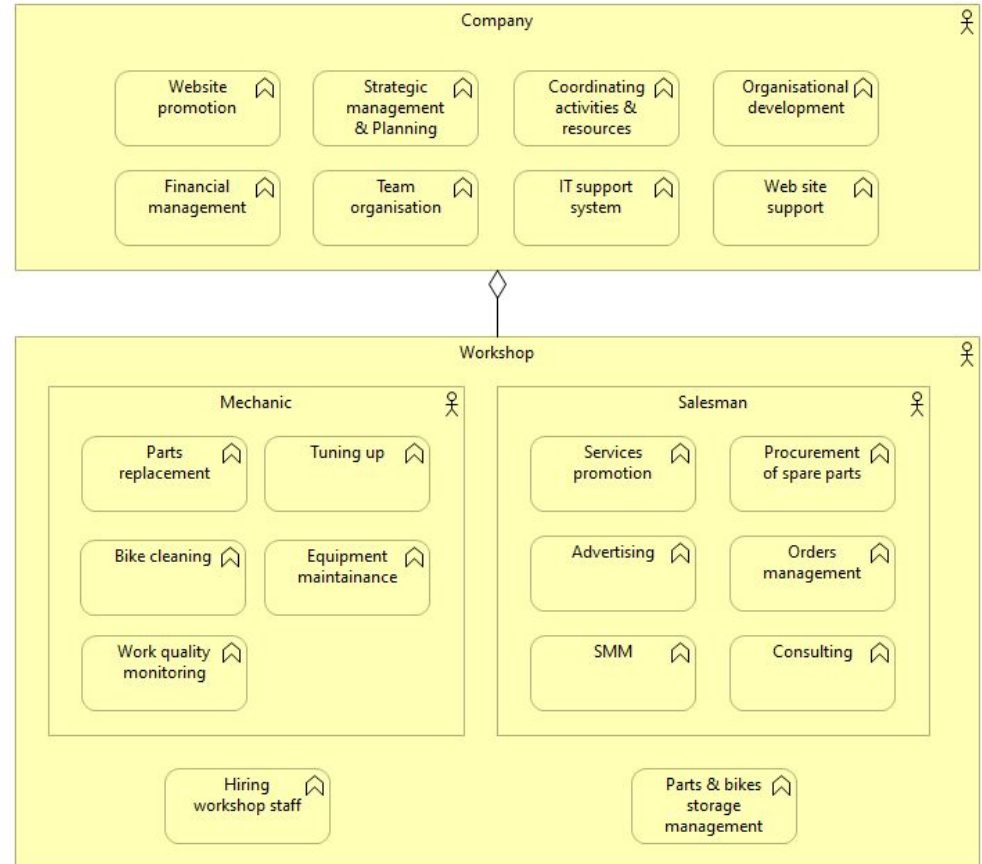
Business functions of a company: TO BE

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

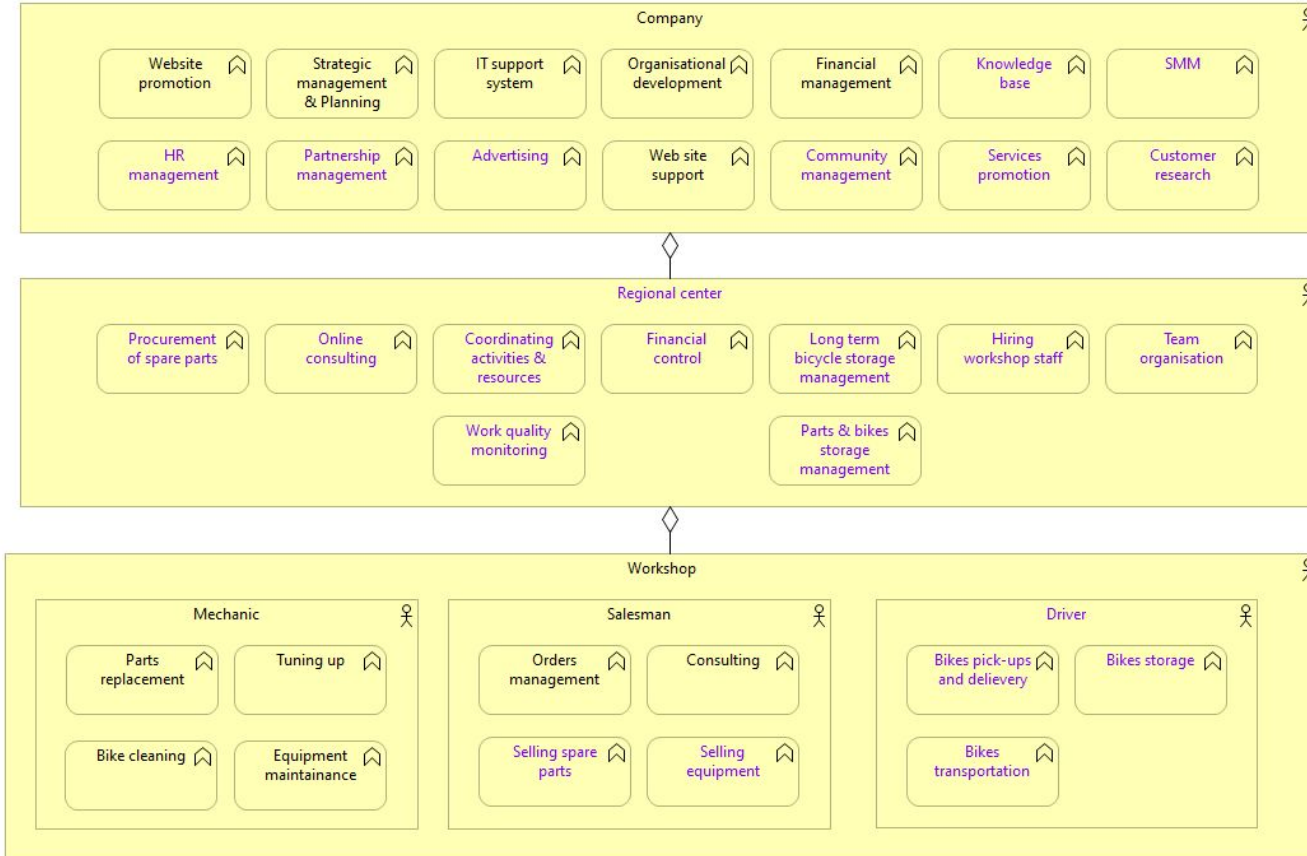


Organizational structure AS IS

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



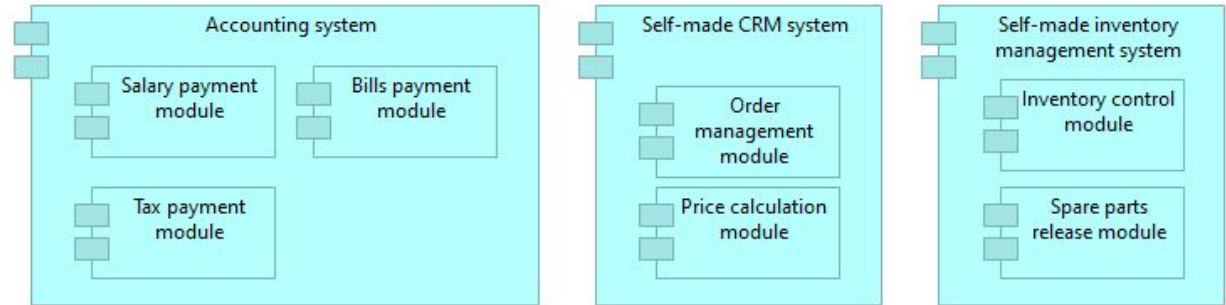
Organisational structure TO BE



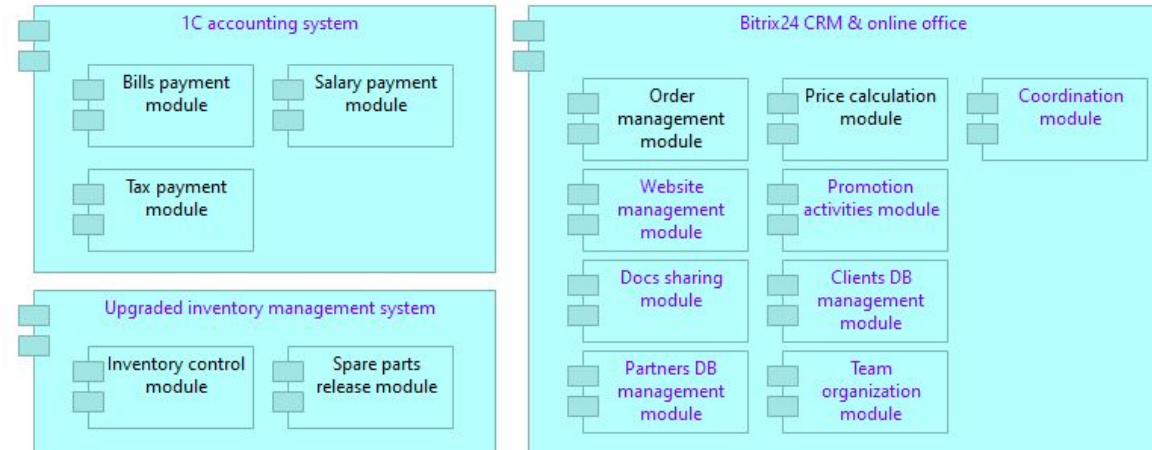
That's how organizational structure will look like to support the future value proposition.

IS structure AS IS and TO BE

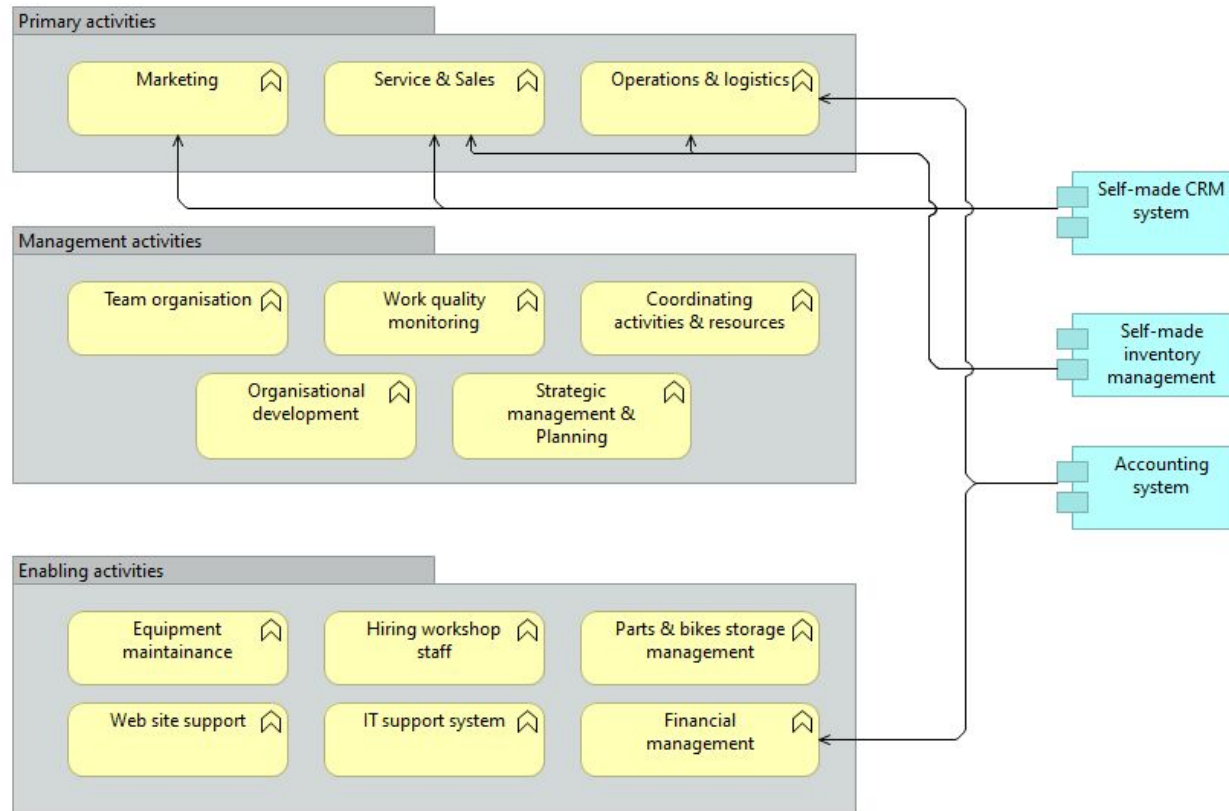
AS IS



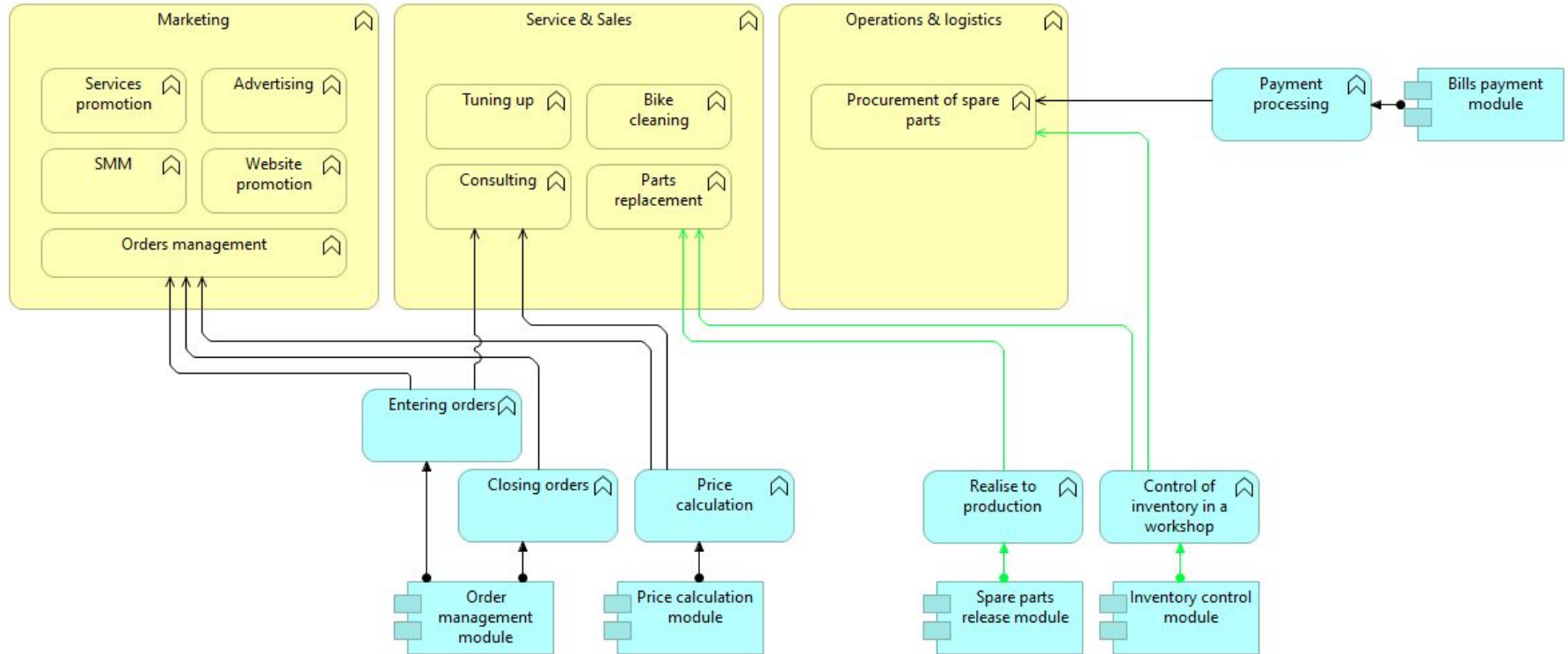
TO BE



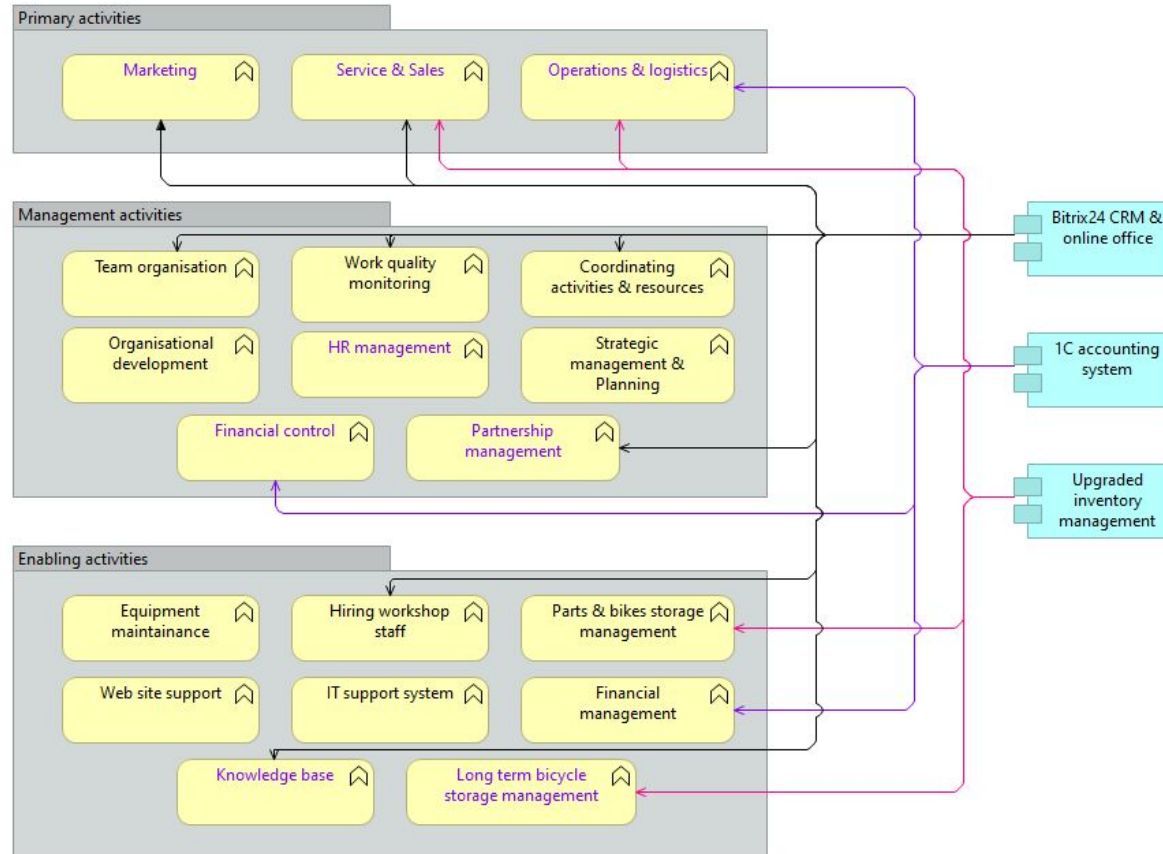
IS support business functions, AS IS



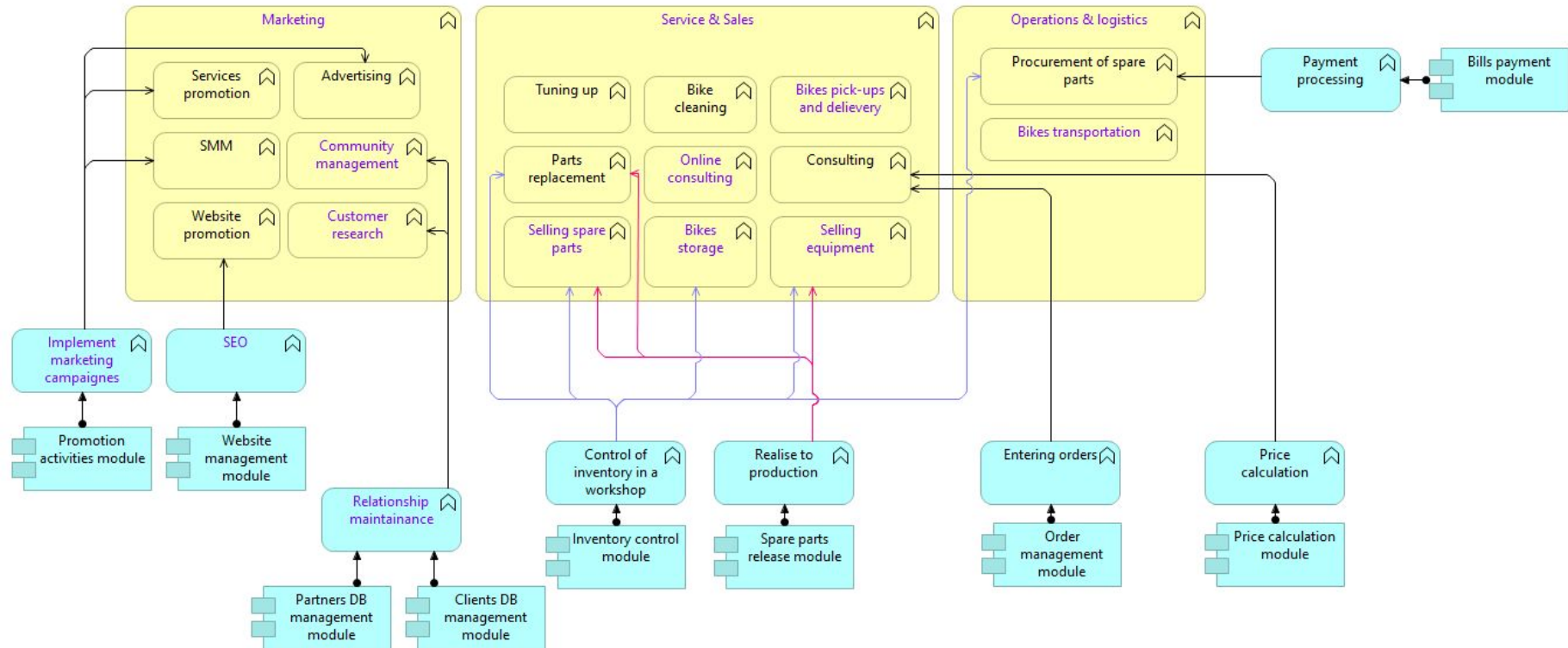
IS support primary functions, AS IS



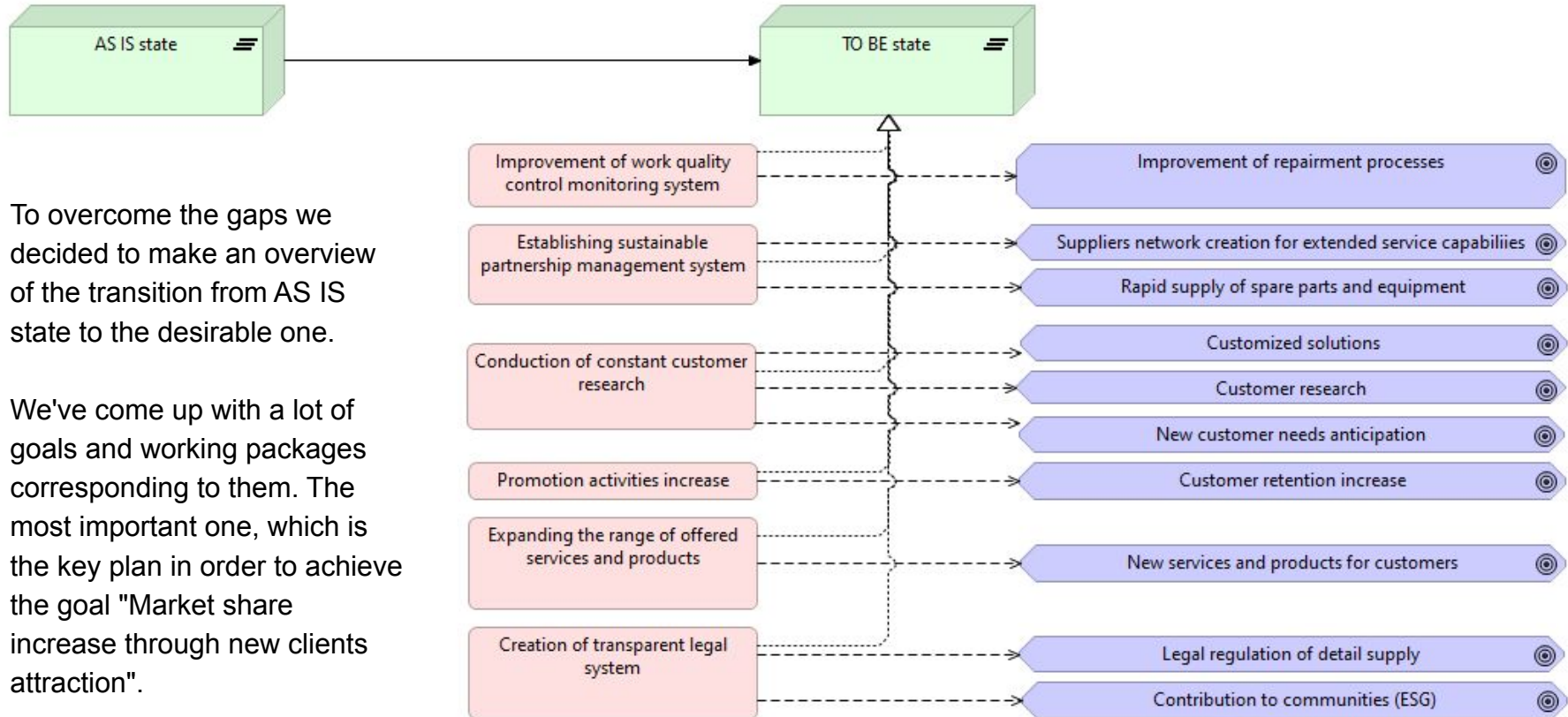
IS support business functions, TO BE



IS support primary functions, TO BE



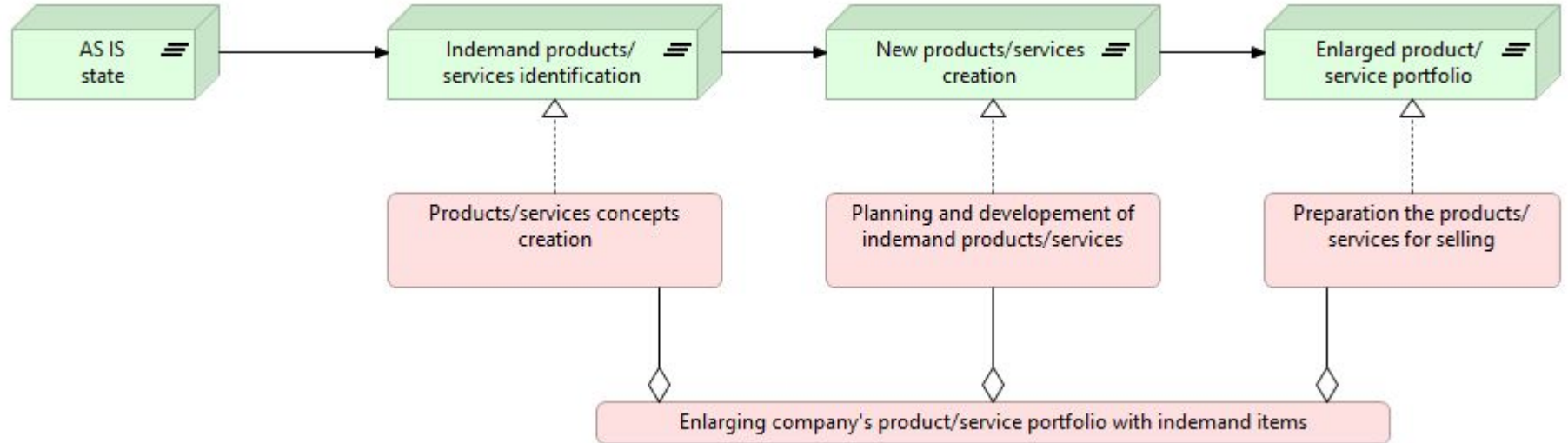
Transition planning > Overview



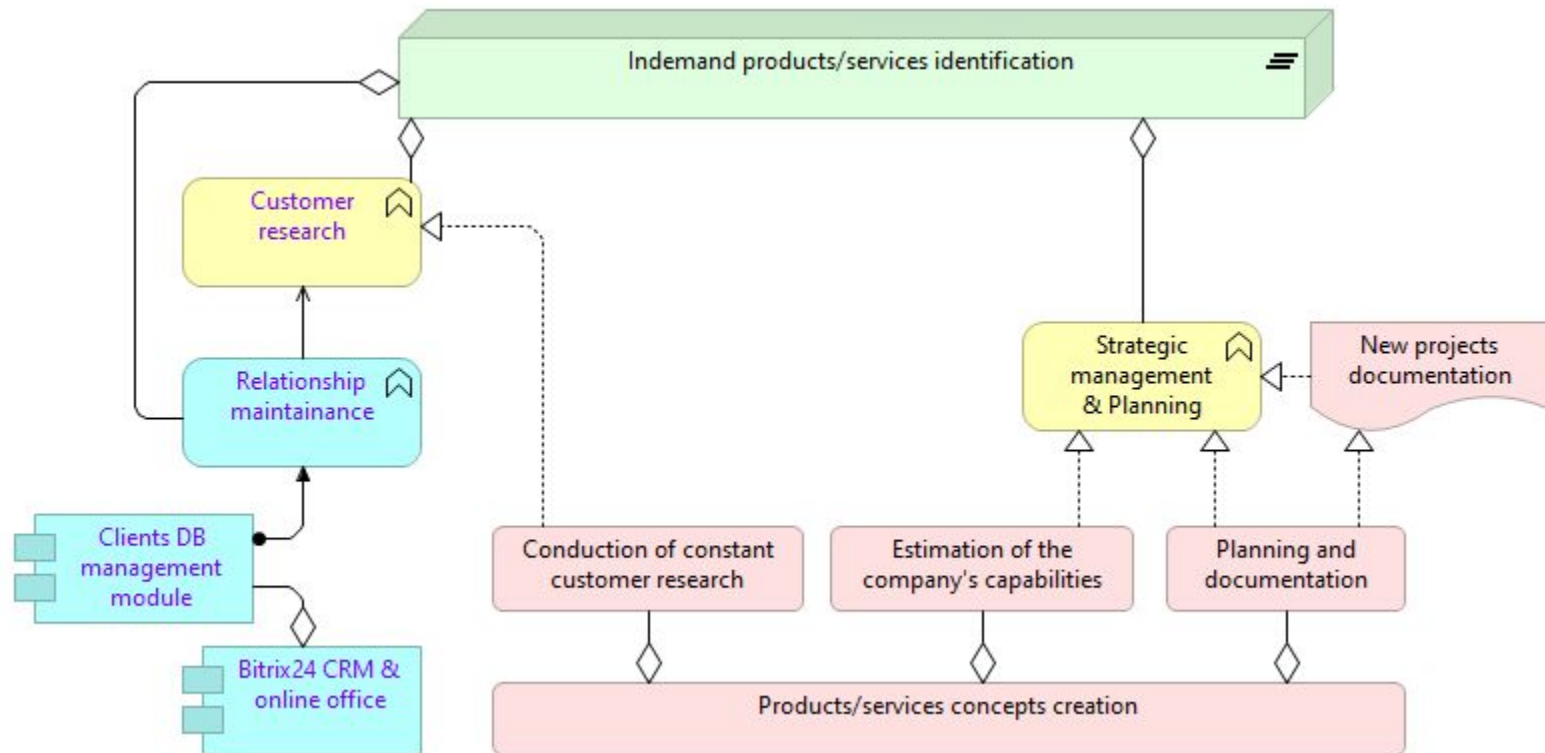
To overcome the gaps we decided to make an overview of the transition from AS IS state to the desirable one.

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".

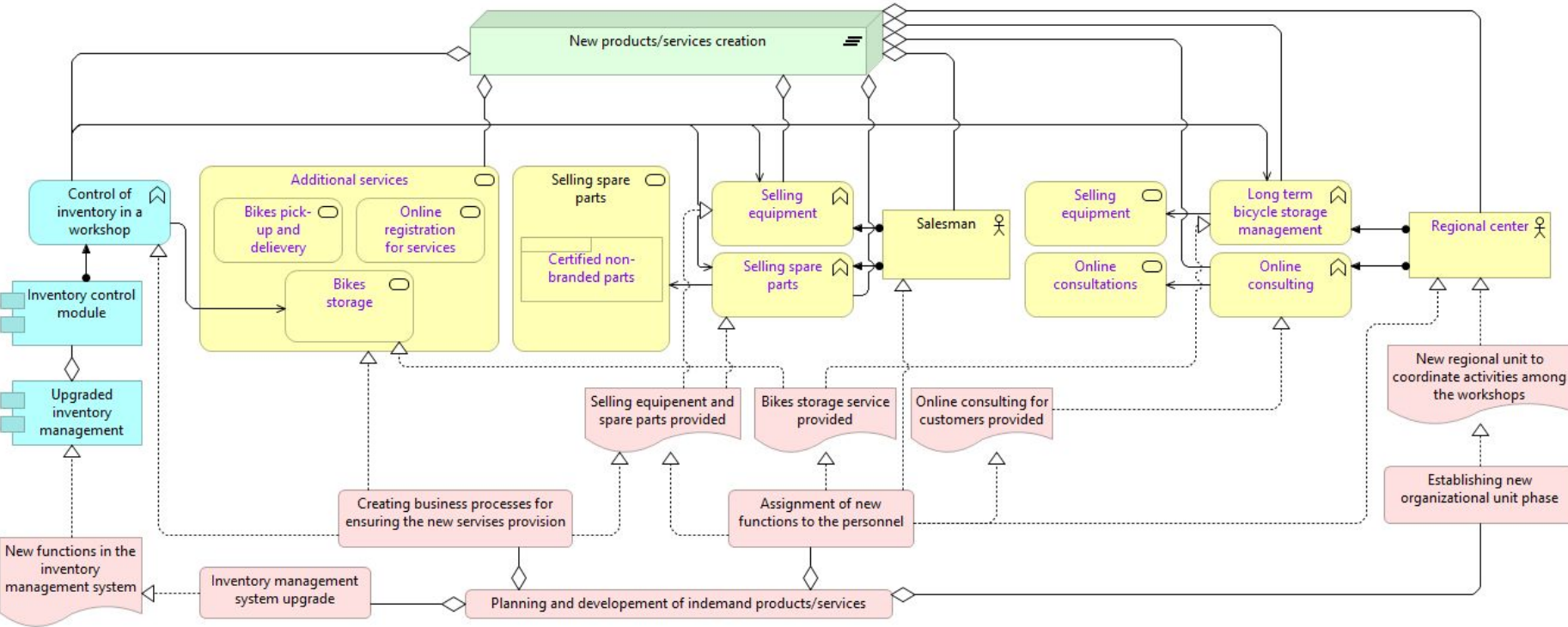
Expanding product/service portfolio, overview



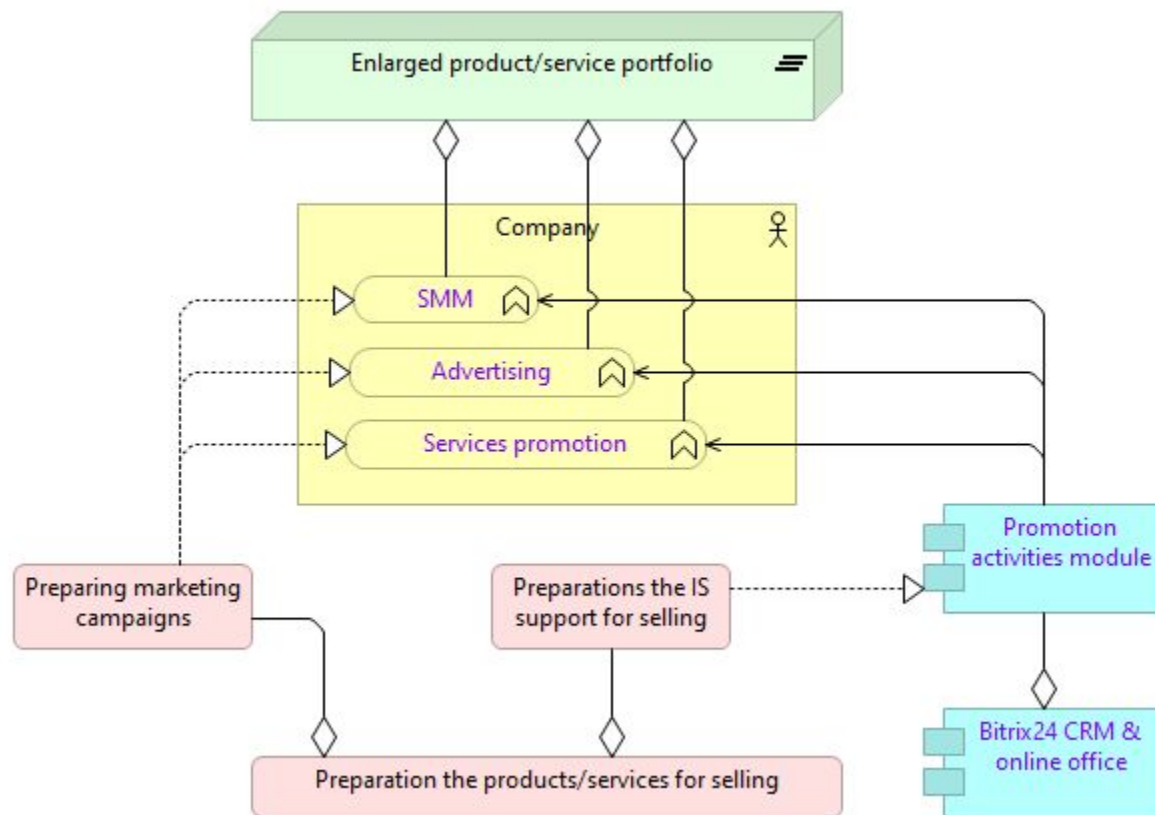
Expanding product/service portfolio, transition state 1



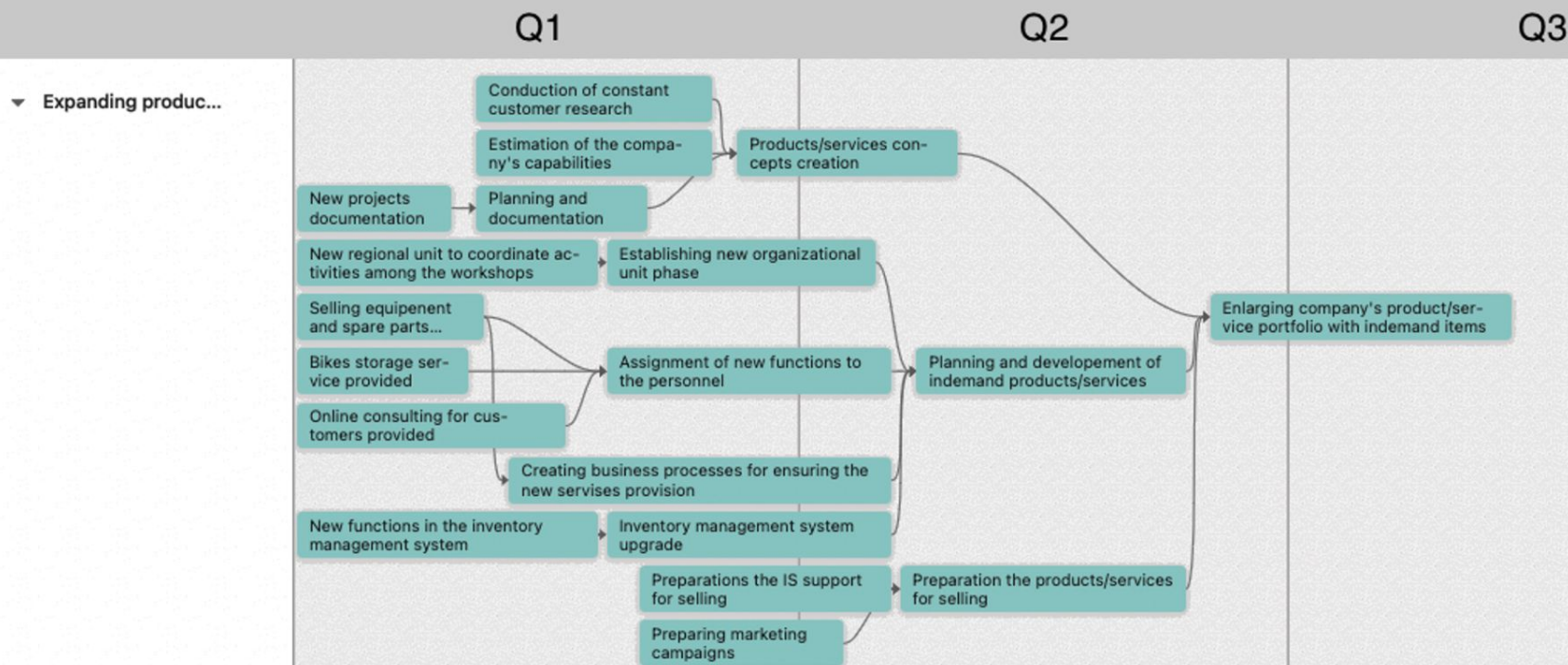
Expanding product/service portfolio, transition state 2



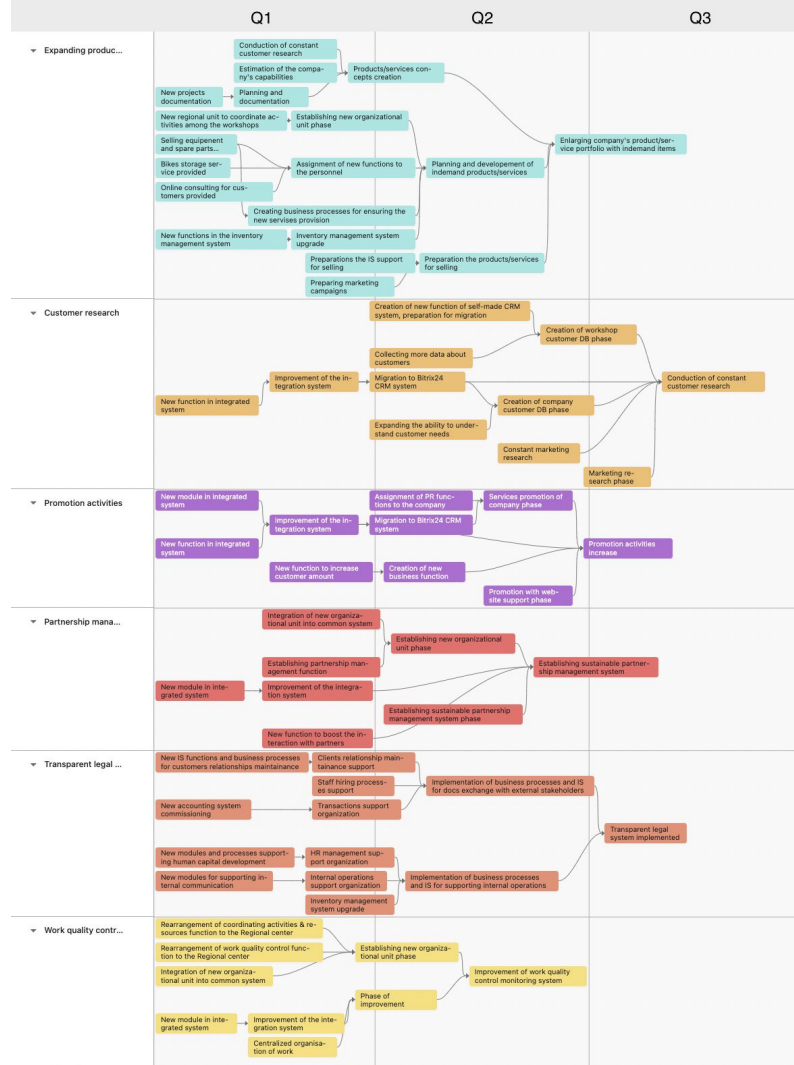
Expanding product/service portfolio, target state



Timeline. Expanding product/service portfolio



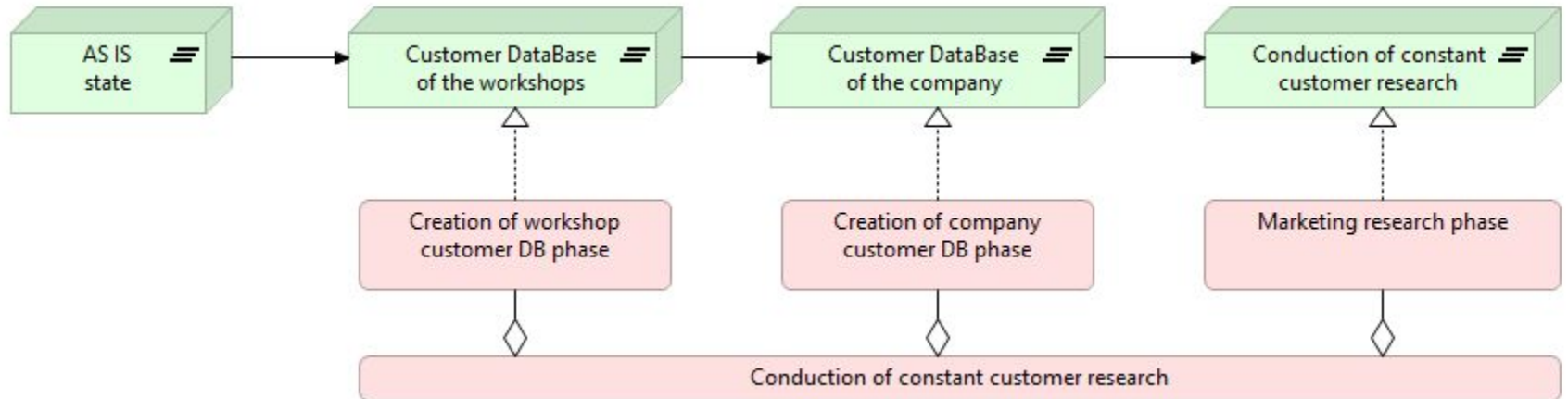
Timeline



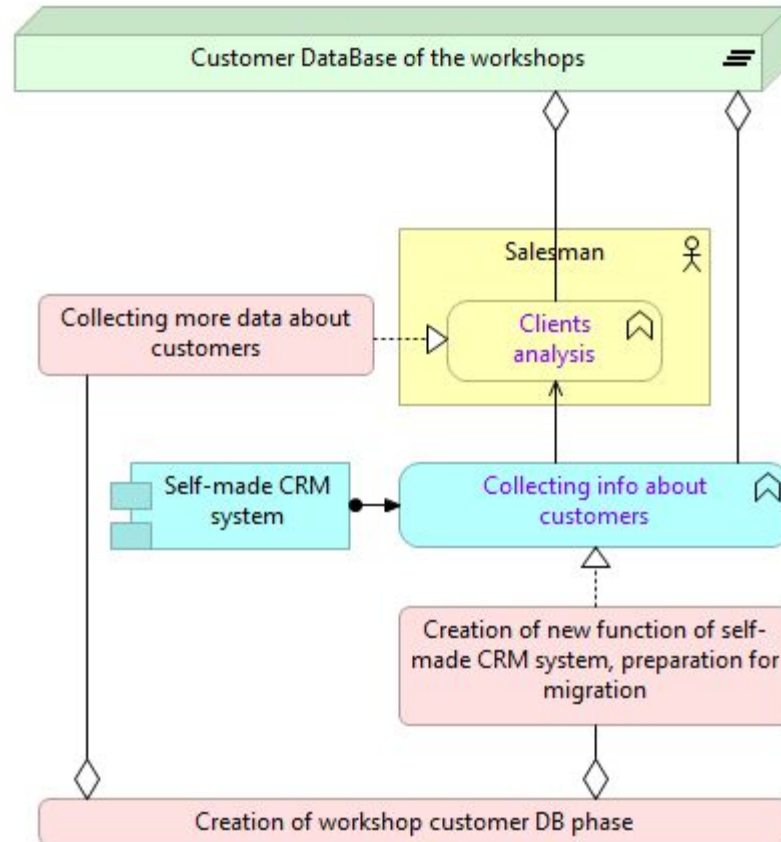
Thank you for attention

Appendix. Customer research transition plan

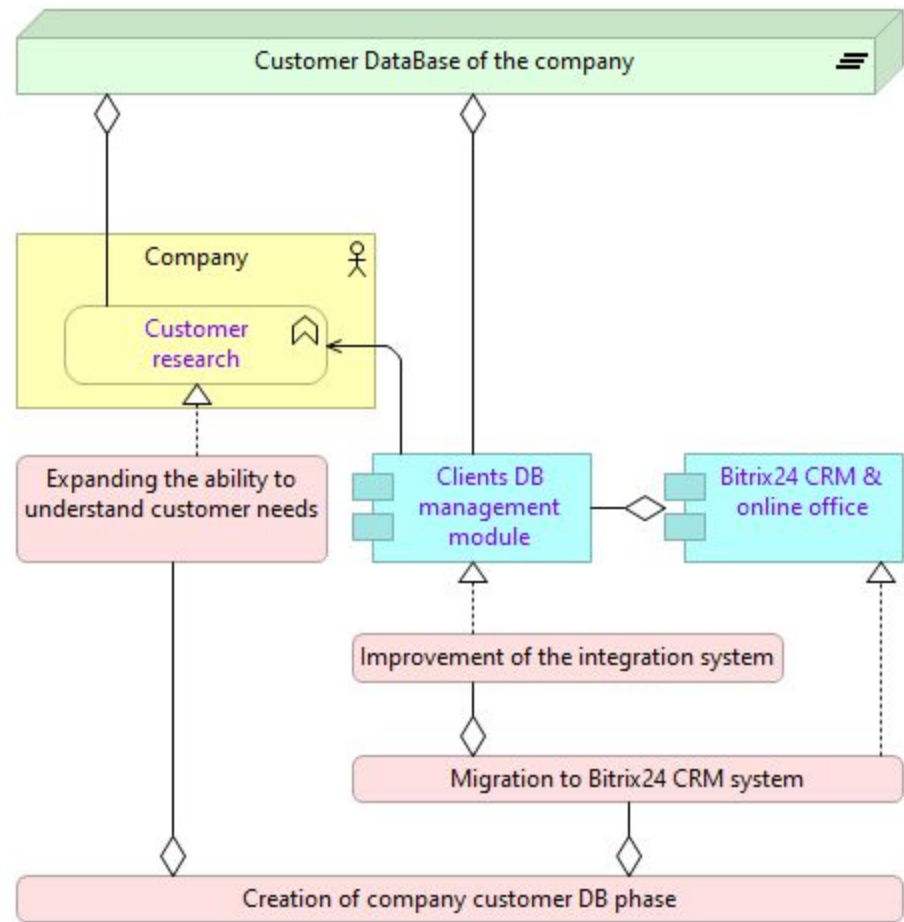
Customer research, overview



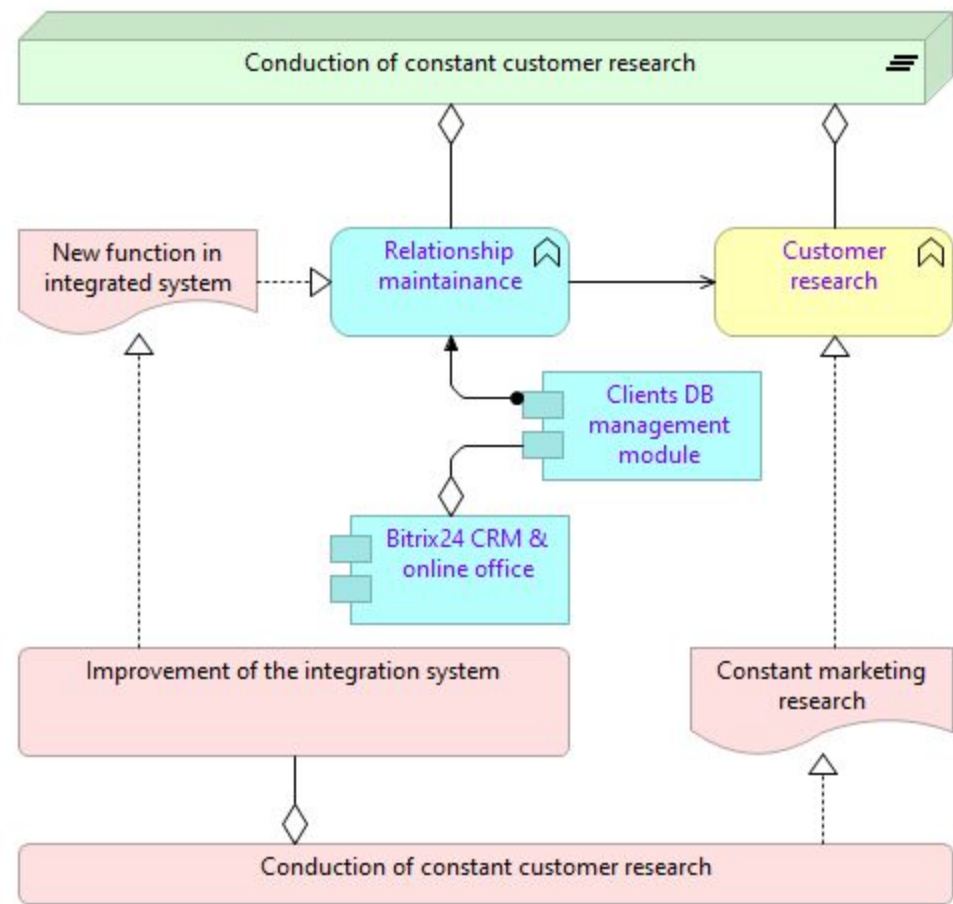
Customer research, transition state 1



Customer research, transition state 2

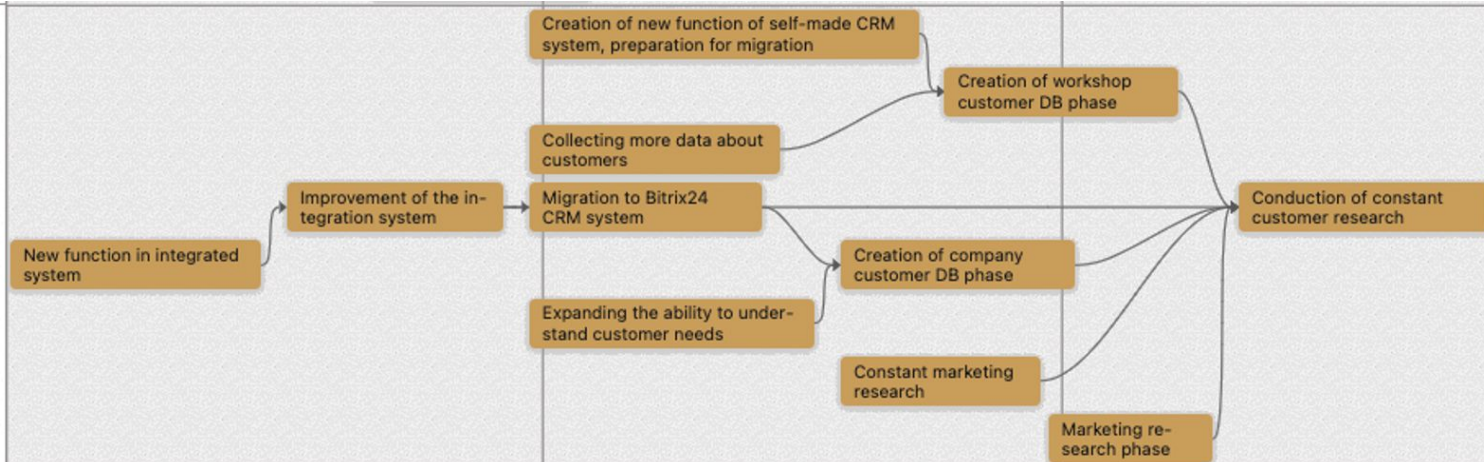


Customer research, target state



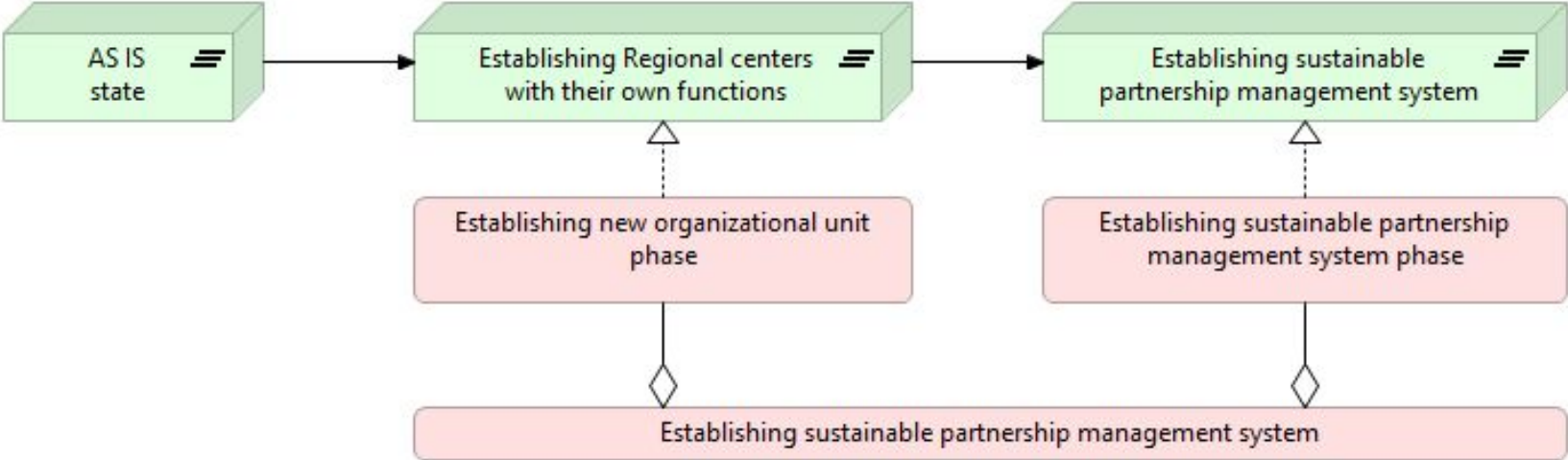
Timeline. Customer research

▼ Customer research

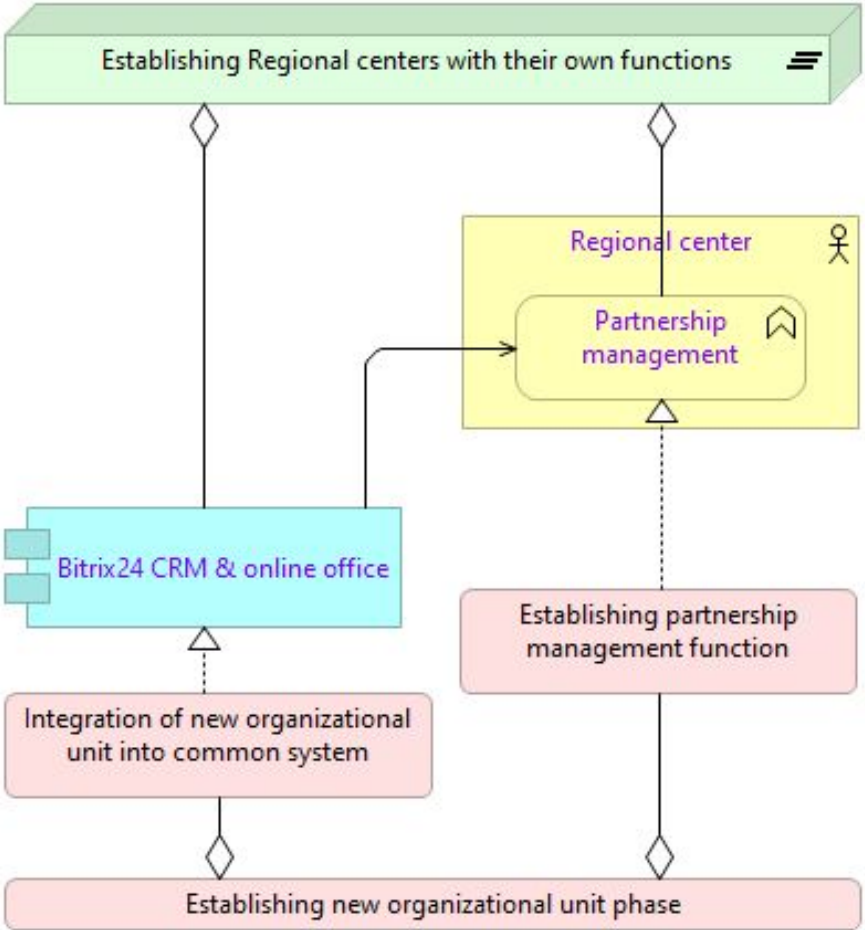


Appendix. Partnership management system

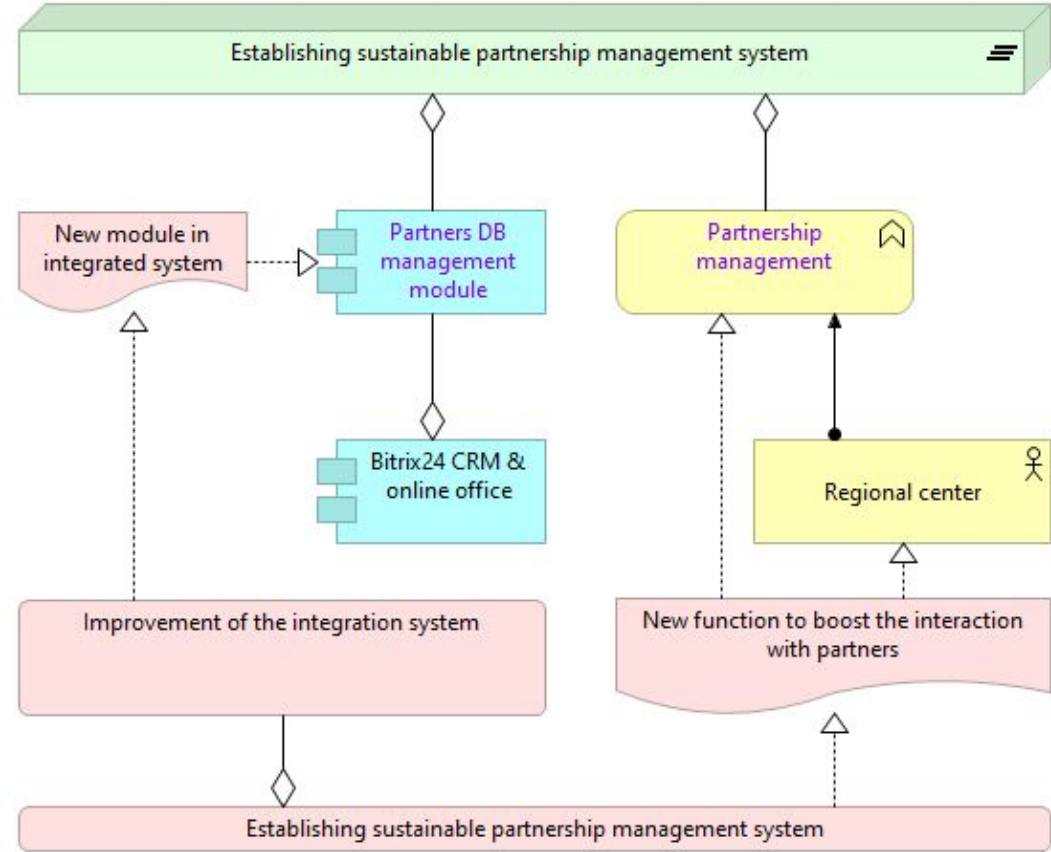
Partnership management system, overview



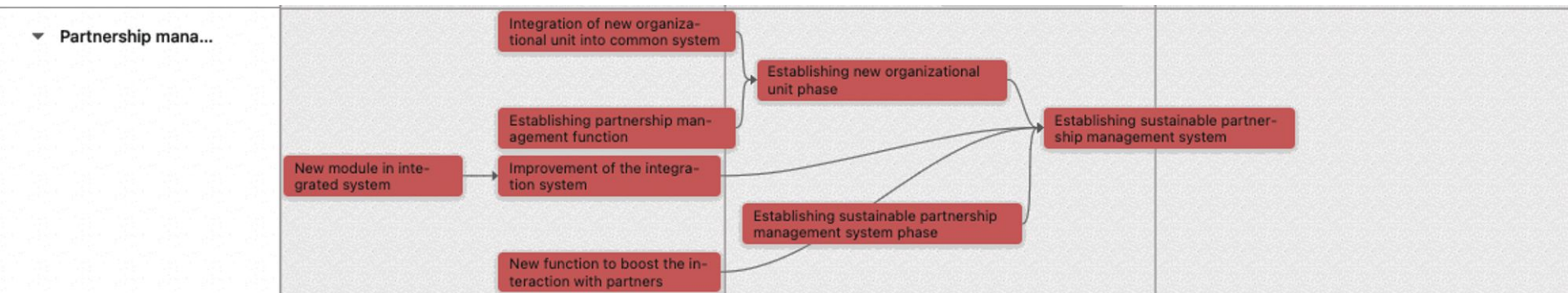
Partnership management system, transition state



Partnership management system, target state

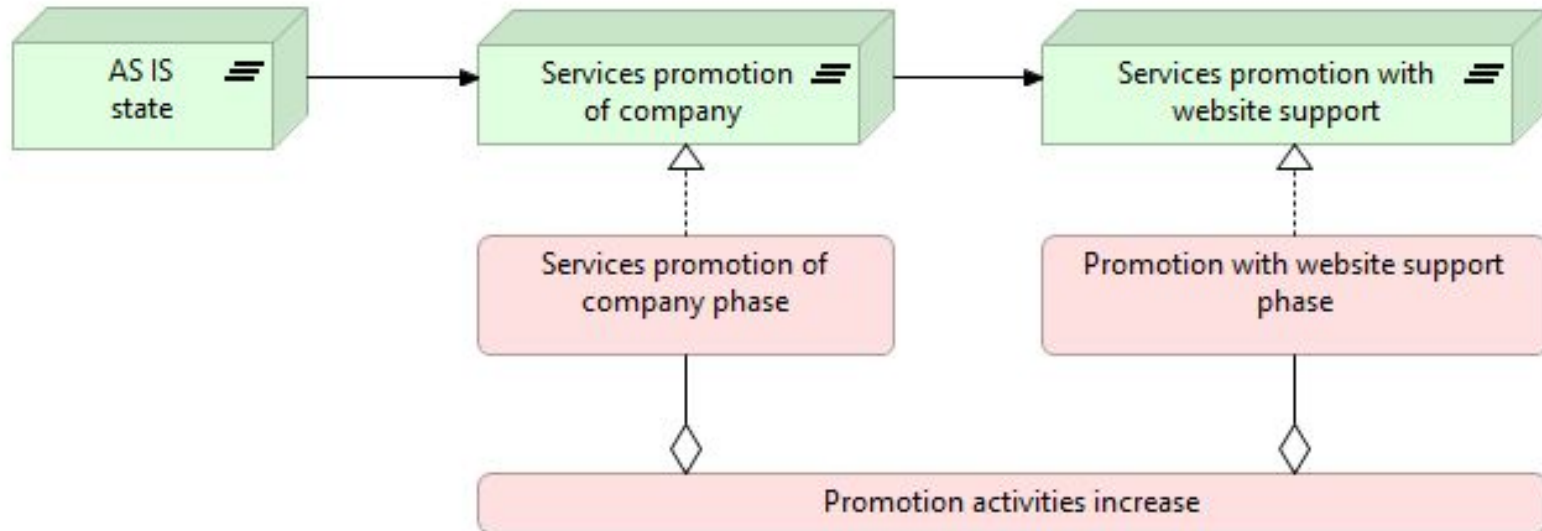


Timeline. Partnership management system

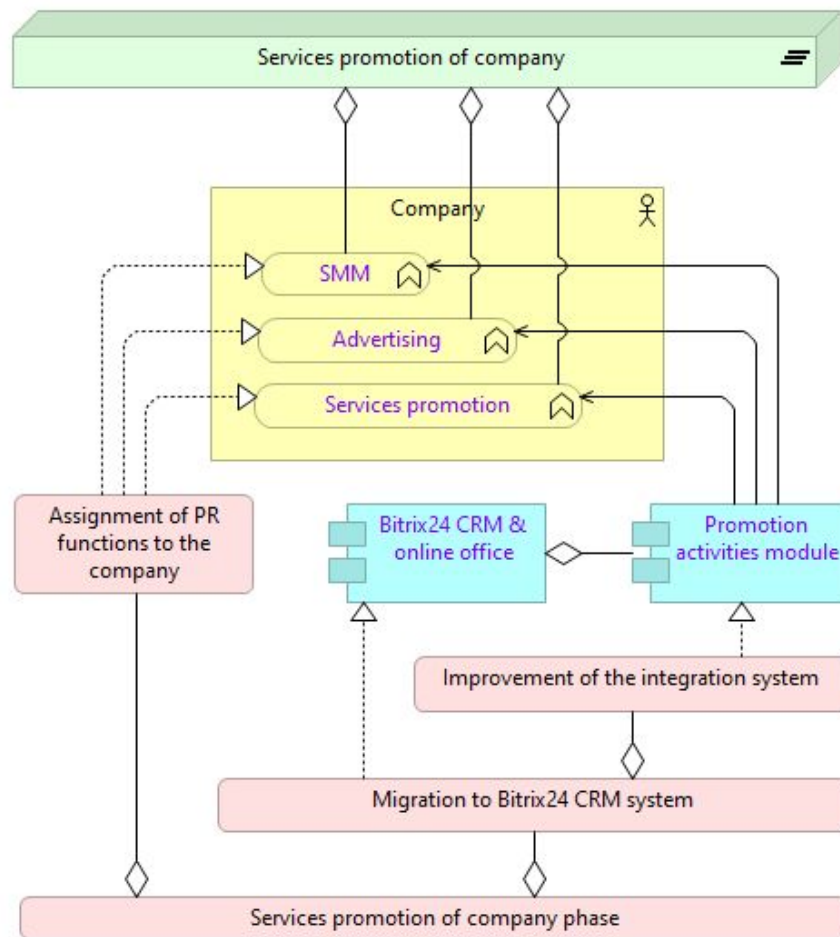


Appendix. Promotion activities

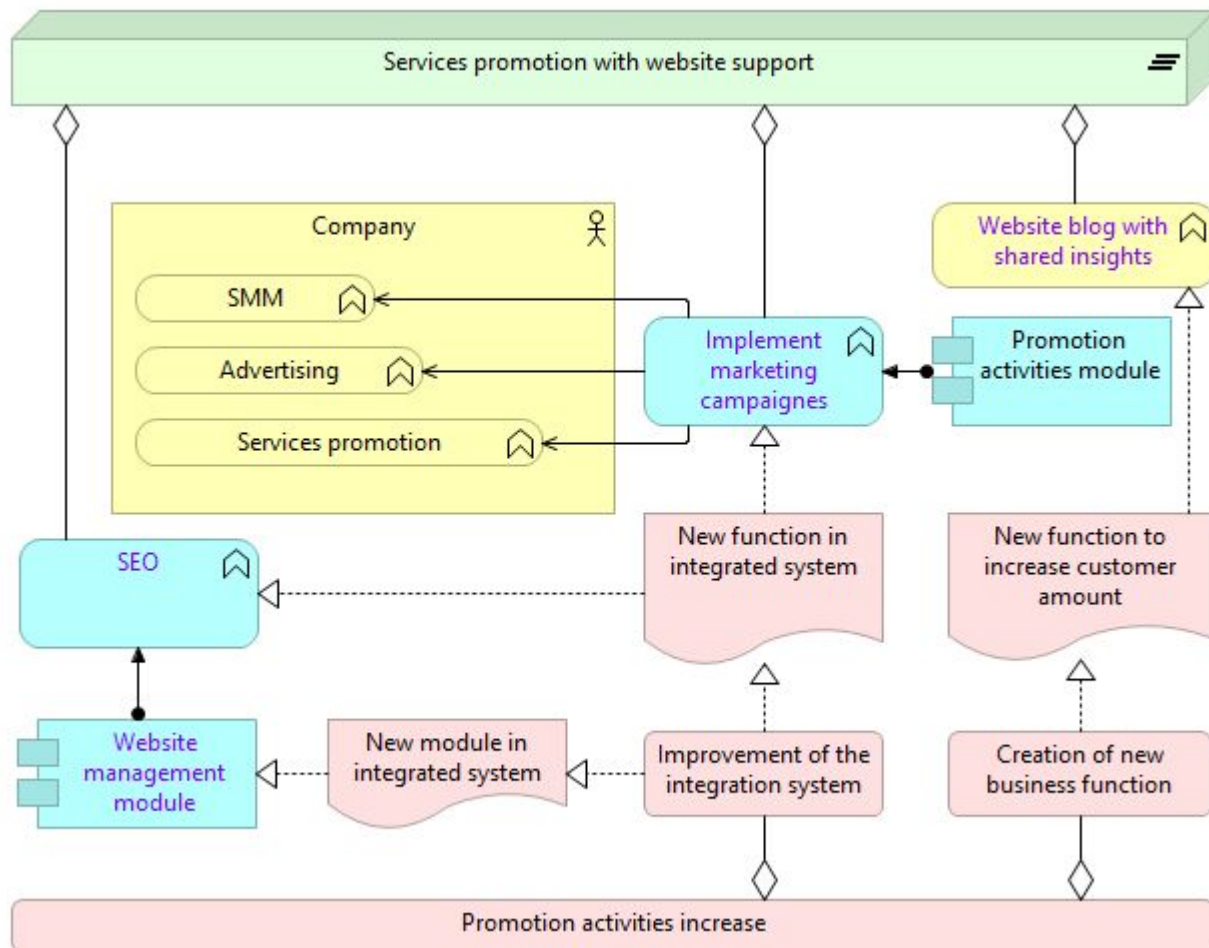
Promotion activities, overview



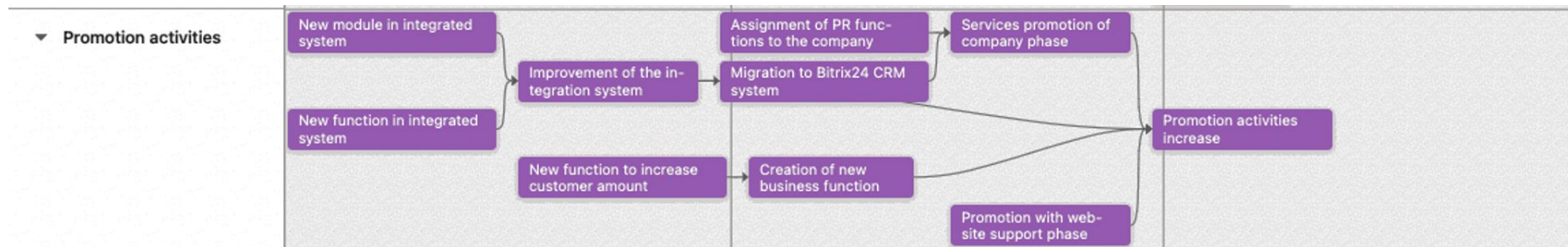
Promotion activities, transition state



Promotion activities, target state

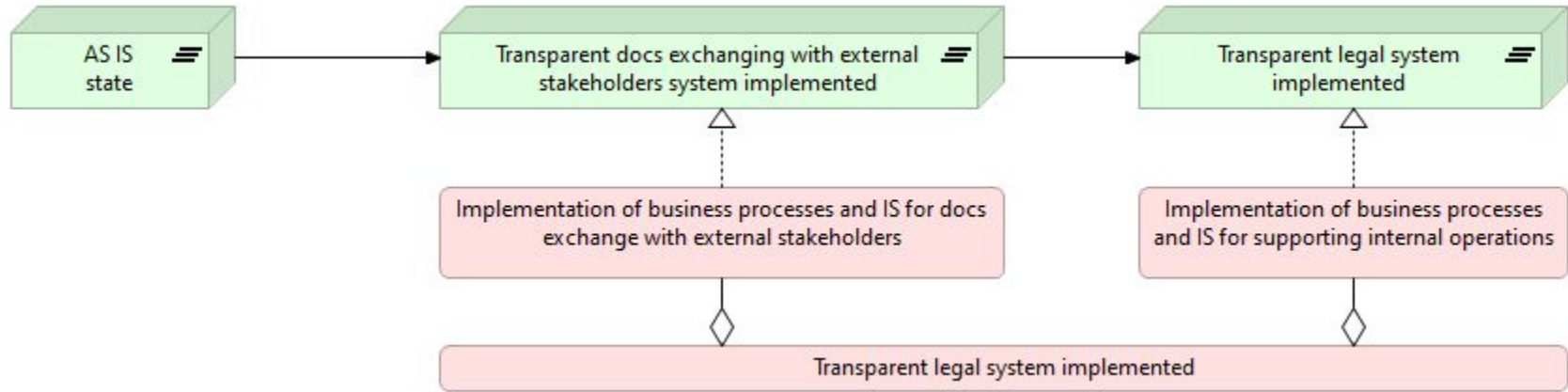


Timeline. Promotion activities

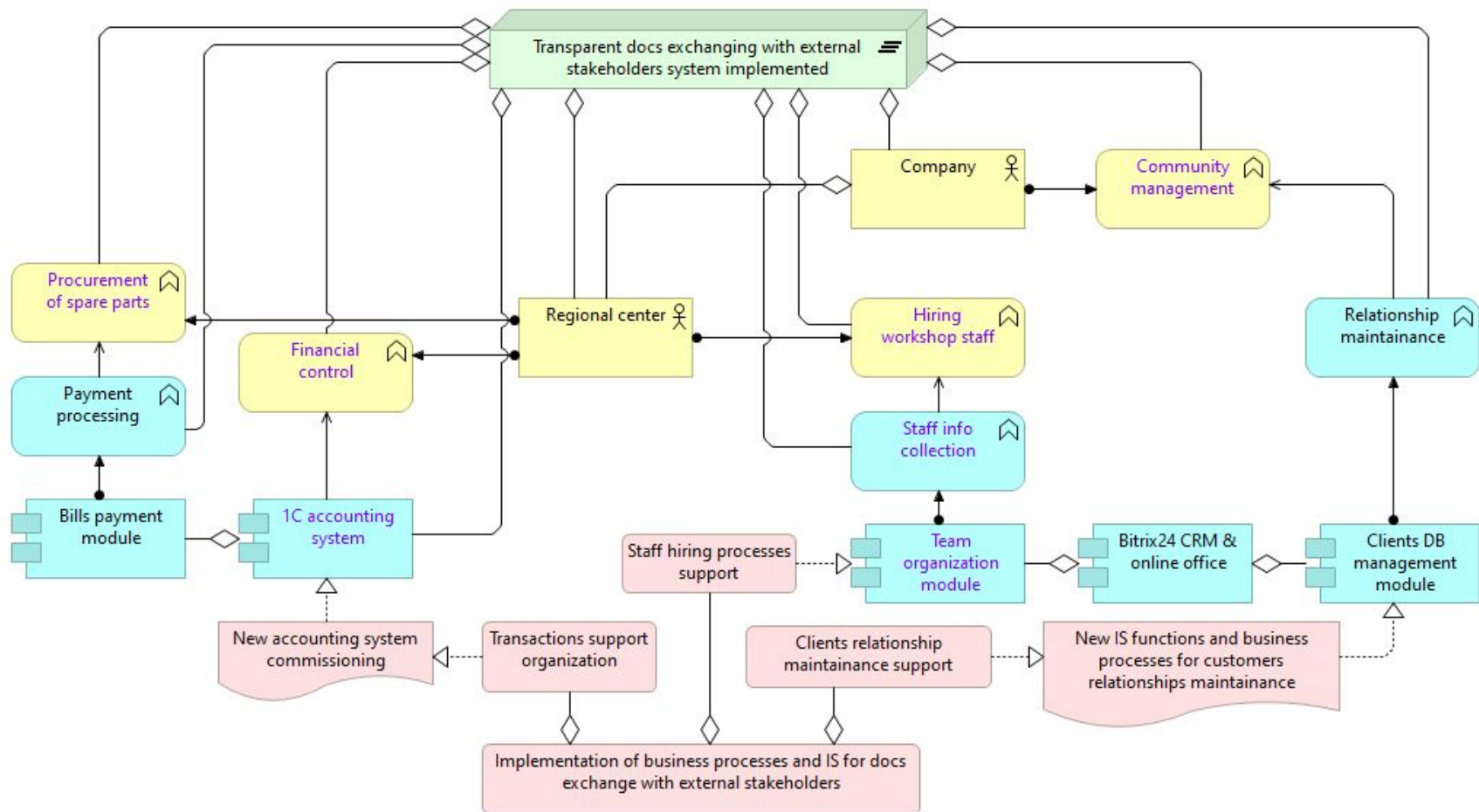


Appendix. Transparent legal system

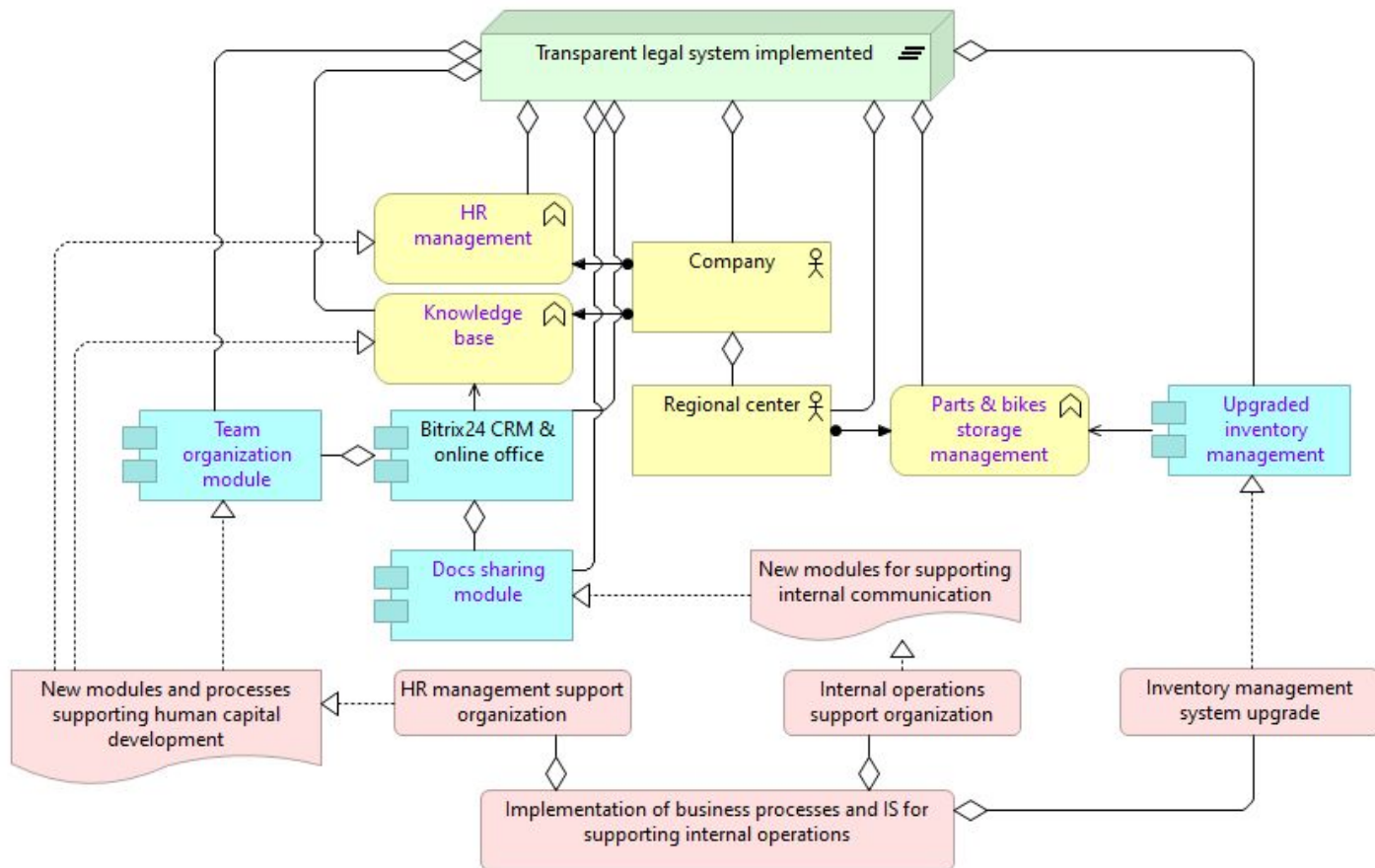
Transparent legal system, overview



Transparent legal system, transition state

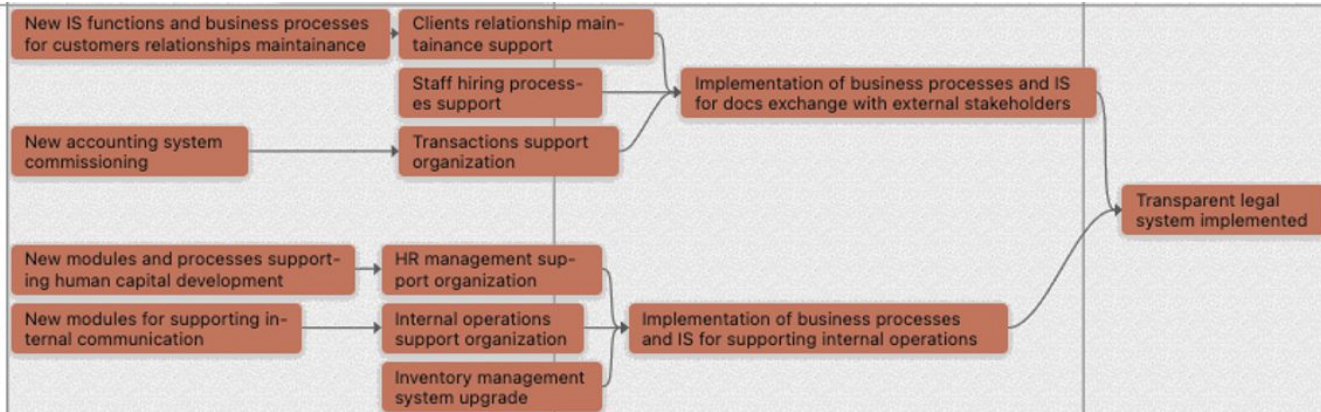


Transparent legal system, target state



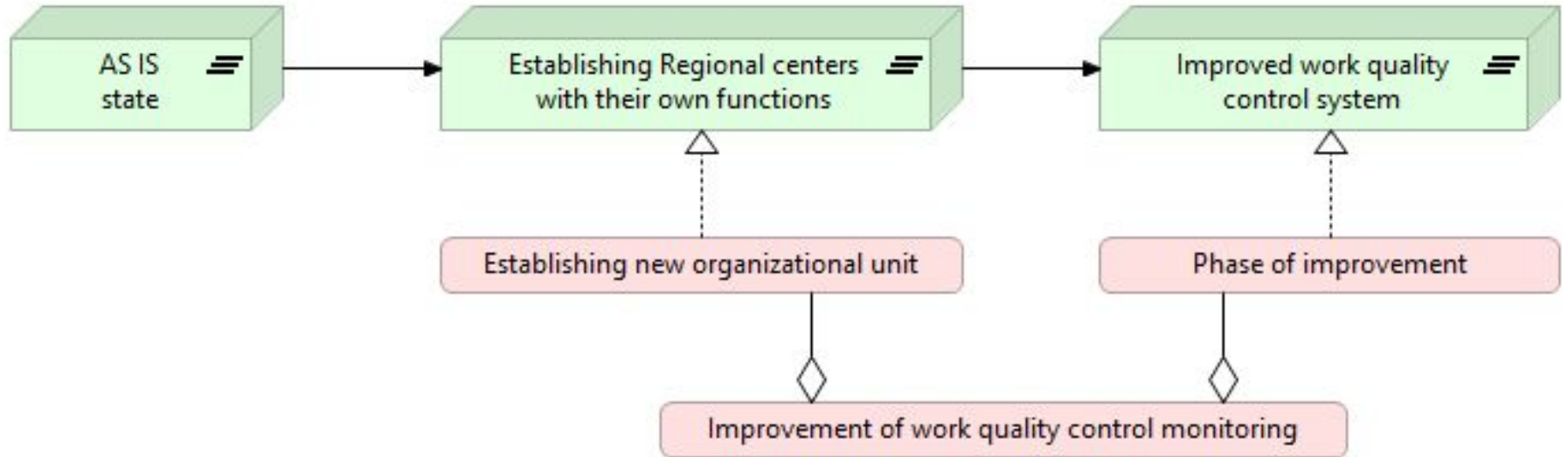
Timeline. Transparent legal system

▼ Transparent legal ...

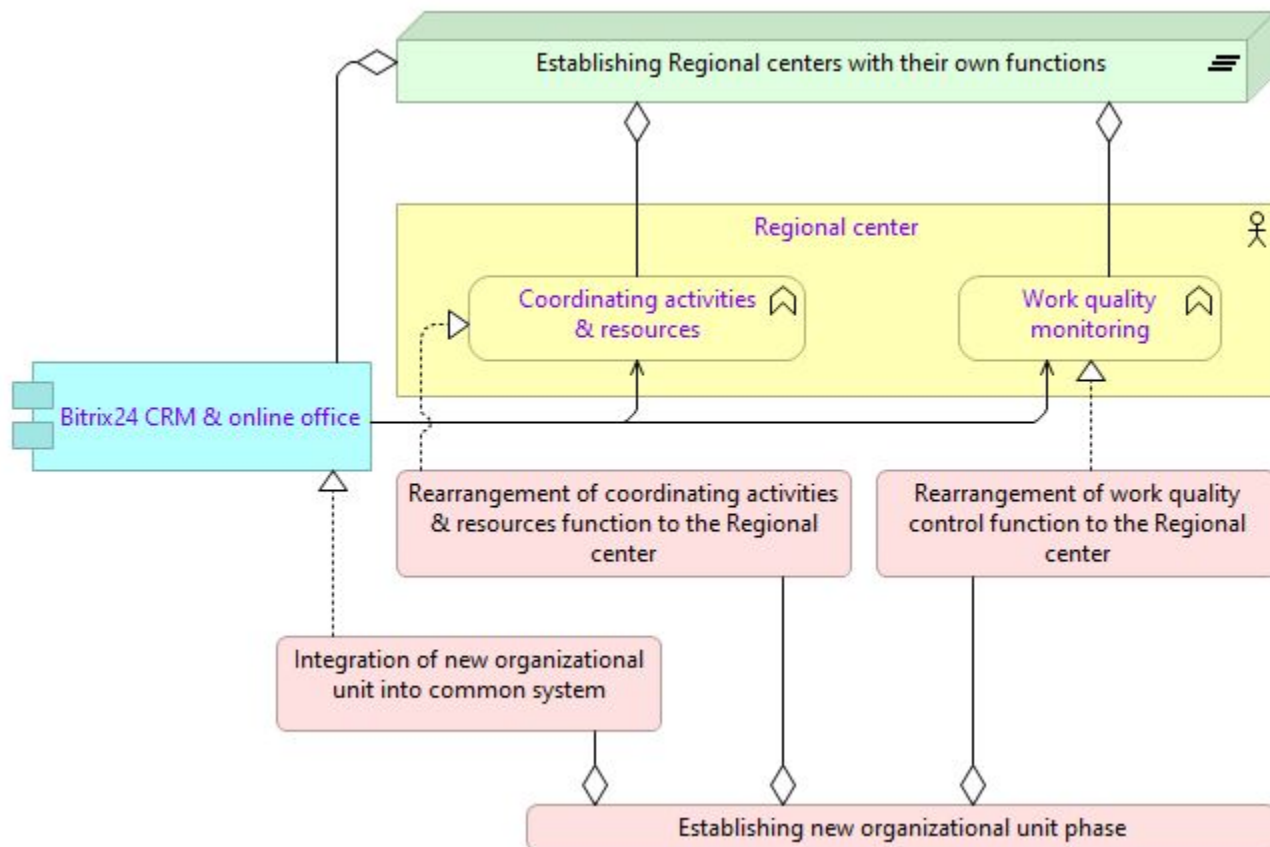


Appendix. Work quality control system

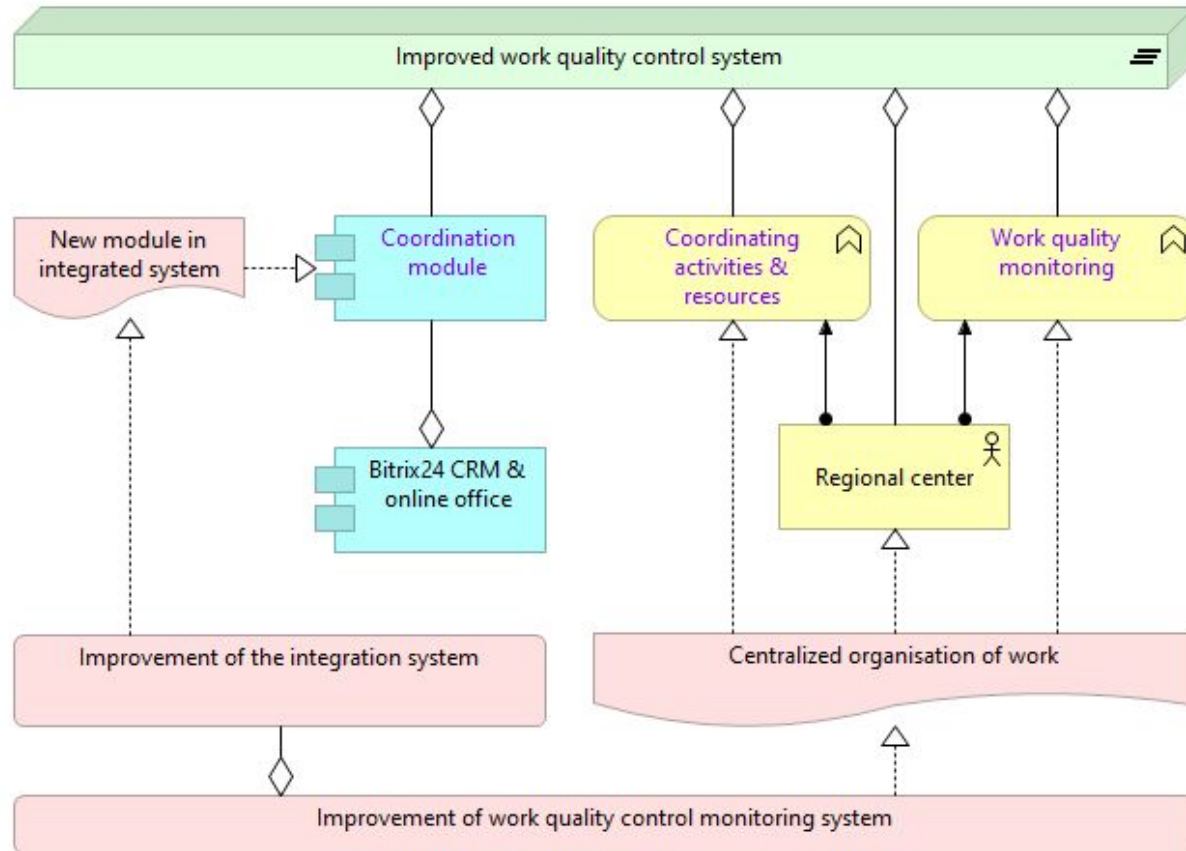
Work quality control system, overview



Work quality control system, transition state



Work quality control system, target state



Timeline. Work quality control system

