

MEMORANDUM

From: VP Strategy

To: Henry Morgan

Subject: Possible Functional Actions

Henry, as you are aware I recently attended a conference on taking an offering up the secular growth curve. In the course of the Conference I came across the attached list. As far as I can tell these items are the ones you should consider.

As far as I can gather, the list is correct but each action has a different effect in each period. They act by increasing your competence and market legitimacy as perceived by the customer.

I am afraid I was not able to find the sequence. That I guess is the challenge facing your team. As far as I can tell the list contains all the Actions required. You will need to reassess which items are appropriate each period. Some may carry over from one period to the next, others will not.

Regards

Attachment

SUGGESTED ACTIONS FOR SECULAR GROWTH CURVE: LOGISTICS

LOGISTICS & INFOTECH			
Maintain relationship with outsourcing partner to support scalability			
Maintain supply chain logistics systems			
Introduce enterprise management system			
Outsource wage and hiring tasks to parent company administration for fixed fee of 5% of wage bill			
Maintain administration in house requiring building HR, accounting etc. departments			