

1998-1999 Business plan

Government of] Ontario - Developing a Strategic Cultural Plan: A Work Kit

	Property rights strategy	Configuration of the value network	
Proprietary approach strategy	No licensing, no abandonment of property rights	The firm alone	Autonomous action Integrated BM
	IP remains the property of the firm	Few selected licensees	Cooperation Open BM
	IP remains the property of the firm	Licensees granted to numerous competitors	
	Some property rights are abandoned	Selection of licensees	
	Some property rights are abandoned	No selection of licensees	
Open approach strategy	Free license, all property rights are abandoned	No selection of licensees	Co-evolution Open BM

Description: -

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AN EXAMPLE OF A MARKETING PLAN

Although we do not currently have jewelry stores, our distribution will place watches in at least 75 percent of locations in the United States.

Pay

Key elements in cultural planning: Leadership. To achieve consumer awareness in the first year, our advertising voice share will be considerably higher than that of the four market leaders.

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AN EXAMPLE OF A MARKETING PLAN

Gantt Plan — differs from both the Halsey and the Rowan plans in that the standard time for a task is purposely set at a level requiring high effort to complete. Channel development is necessary to reach the total watch market.

1998

Each center only operated at 35% of its capacity. Any payout will be paid on the fifth business day following the filing of the company's quarterly or annual report Forms 10-Q or 10-K with the SEC.

TIME Magazine

Mistake 2: Webvan did not understand its customer. Stock Purchase Rights may also be granted under the Plan.

TIME Magazine

It is also intended for community planners or cultural organizations contemplating facility development or new ventures. This and television advertising will be scheduled two-thirds in the first six months of the campaign.

1998 Stock Plan

Conditions Upon Issuance of Shares.

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