1. Identify the key **operational issues** that your business will face in the **next 3-5 years**. **Explain** why those operational issues are **important**.

| **Operational issue** | **Level of urgency** | **Explanation (sentences)** |
| --- | --- | --- |
| Staff Training | High | We need a program or standard practices implemented by the company for employees to take regarding the field they work in. It provides staff with the necessary skills and knowledge to fulfill their role with the company. It includes but is not limited to basic safety training, equipment training, and learning standardized practices within their field. |
| Warehouse Equipment Cost | Mid - High | The warehouse is where the product will be assembled. It will need the necessary equipment and tools to manufacture and store the product efficiently and safely. These items include shelving, a forklift, pallet jacks, a computer, radios, and tables. This is necessary for maintaining operational efficiency, ensuring safety, budget control and overall profitability. |
| Warehouse/ Office Lease | High | The warehouse is where the product will be manufactured and stored, while the office will be the area where the administration business will be completed. These buildings would need to be rented out for our company to work out of. It involves choosing the right location, ensuring meets needs, and complying with regulation. Effectively managing leased spaces is essential for operational efficiency and financial health. |
| Office Equipment Cost | High | The office is where the administration aspect of the business will be run out of. For the office to run efficiently, it will need the proper equipment.This includes printers, computers, waste bins, desks, chairs… etc. This is essential for maintaining operational efficiency, and employee productivity. |
| Communications Services | High | For our company to operate successfully, it will need access to communicate with potential and current clients, potential investors, and more. This can be done through the internet, phones, a website and email. These are fixed costs needed for the start-up of our business. This is essential because ineffective communication can lead to customer dissatisfaction and compliance issues. |

2. Identify the key **management and staff roles** in your business (including their titles) and **explain** (with at least one sentence) why those roles are important. **List 3** of the main responsibilities for all the key management and staff roles. Indicate the **salaries or wages** (including benefits) for **management and staff** as well as **advisor/consultant**.

| **Personnel (full time)** | **Responsibilities** | **Salary (PayScale/Glassdoor)** | **Sources (APA in-text citations)** |
| --- | --- | --- | --- |
| Marketing Director. | * Managing brand partnership growth strategies. * Creating physical advertisements. * Establishing a seamless stream of social media posts. * Evaluating audience interaction with advertising and social media content. * Working hand-in-hand with an E-Commerce/IT Manager. | **$64.5K/yr** | [How Much Does Silk Road Medical Pay in 2023? (31 Salaries) | Glassdoor](https://www.glassdoor.com/Salary/Silk-Road-Medical-Salaries-E1423931.htm) |
|  |  |  |  |
| Shipper | * Filling customer orders and ensuring the quality of these orders meets the company standards. * Preparing bills, invoices, and other shipping documents. * Assembling containers and crates, packing goods to be shipped, and preparing identifying information and shipping instructions. * Tracking, tracing, and updating the status of incoming and outgoing shipments. | **$38.5K/yr** | [MyMedic (Oct. 15, 2023), "Salary Details for a Shipper at MyMedic", Glassdoor](https://www.glassdoor.com/Salary/MyMedic-Operations-Salaries-EI_IE4416485.0,7_DEPT1016.htm) |
| IT Support | * Building/ Managing the website. * Integrating e-commerce for online presence. * Ensuring online security. * Working hand-in-hand with Shipper and Marketer. | **$64k/yr** | [Alberta (Oct. 31, 2023), "How much does IT Support make in Alberta?" Glassdoor](https://www.glassdoor.com/Salaries/alberta-it-support-salary-SRCH_IL.0,7_IS4074_KO8,18.htm) |
| Product Assembly Personnel | * Sorting and organizing bulk resources. * Assembling products from stocked, bulk resources. * Work Hand-in-hand with Shipping/Receiving. | **$43.5K/yr** | [MyMedic (Oct. 15, 2023), "Salary Details for a Medical Kit Assembler at MyMedic", Glassdoor](https://www.glassdoor.com/Salary/MyMedic-Medical-Kit-Assembler-Salaries-E4416485_D_KO8,29.htm) |
|  | | | |
| **Advisors/consultants/part-time employees** |  | **Salary (PayScale/Glassdoor)** | **Sources (APA in-text citations)** |
| Lawyer | * Needed to help craft contracts. * Will ensure that all areas of the company have regulatory compliance. * Helps draft a code of conduct for all members of the company to follow. | * $64.42/hr * Accumulation of approximately 4 hours per month * $257.88/month | [Business Lawyer Salaries (Oct. 15, 2023), "How much does a Business Lawyer make?" Glassdoor](https://www.glassdoor.com/Salaries/us-business-lawyer-salary-SRCH_IL.0,2_IN1_KO3,18.htm) |
| Bookkeeper | * Oversees our company’s financial data. * Maintains records for our company's accounts payable/receivable, payroll, and reconciliations. | * 24.04/hr * Approx. One day (8 Hours) every two weeks to assess books * $384.64/month | [Unknown (Nov. 1, 2023), "How much does a Bookkeeper make?" Glassdoor](https://www.glassdoor.com/Salaries/us-bookkeeper-salary-SRCH_IL.0,2_IN1_KO3,13.htm) |
| Financial Advisor | * Provides counsel on financial decisions. * Analyzes the company's financial records and sets goals for the company to reach through a financial strategy. * Counsels on possibilities to expand the company. | * $65/hr * Approx. One day (8 hours) of consultation per tax year * $43.33/month | [Unknown, (Nov. 3, 2023), "How much does a Financial Advisor make?" Glassdoor](https://www.glassdoor.com/Salaries/us-financial-advisor-salary-SRCH_IL.0,2_IN1_KO3,20.htm) |

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