**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**ASSIGNMENT 4 - KEY ACTIVITIES**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**KEY ACTIVITIES:**

The key activities for any business are the activities it needs to perform for functioning in the way it is supposed to in order to achieve what it wants to.

For instance, in automobile manufacturing companies, the key activity may be building cars that have high mileage.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**FINANCE-CENTRIC KEY ACTIVITIES:**

* Firstly, the company has to clearly lay out its objectives - the goal/vision of the business - and how much it expects to earn out of the resources it plans to sell.
* Therefore the types of resources that the company plans to sell determine what level and kind of income can be expected.
* Keeping the current business trends in mind, the expected rates and demand of the resources should be taken into consideration before financial planning.
* Most importantly, the amount/quantity of each resource required - the products, the materials required to make the products (chemicals, machinery, equipment) and the manpower needed (labour) - has to be carefully calculated.
* The cost of each of the resources mentioned above should be calculated and minimised wherever possible in order to gain more from the business output than the business input.
* The budget of the business should be formulated based on all these costs mentioned above. All possible losses and unexpected expenditures should be taken into consideration before fixing a clear budget; that is, all risks and issues that can arise from the budget should be kept in mind.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**IN PROCTER AND GAMBLE:**

In this multinational company, the key activities include:

* Advertising and marketing
* Quality of products
* Designing
* Expansion of the company in various parts of the globe
* Management of distribution and corresponding costs
* Partnering, licensing etc

**IN TWITTER:**

Twitter, albeit now a millionaire company, was initially a start up, with the following key activities in mind:

* Production: the designing, marketing costs etc
* Network expansion
* Analysis of data input by users for statistical studies
* Metric data of the population using twitter
* Focus on the IT aspect: i.e. development of the website’s software to make it more engaging and attractive to the users
* Using advertisements from large companies on their platform for their financial profits
* Partnership with third-party accompanies (strictly adhering to their privacy guidelines) for income generation into their own company.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**-SAKSHI SHETTY**

**PES1201800190**