

MANAGEMENT CANVAS

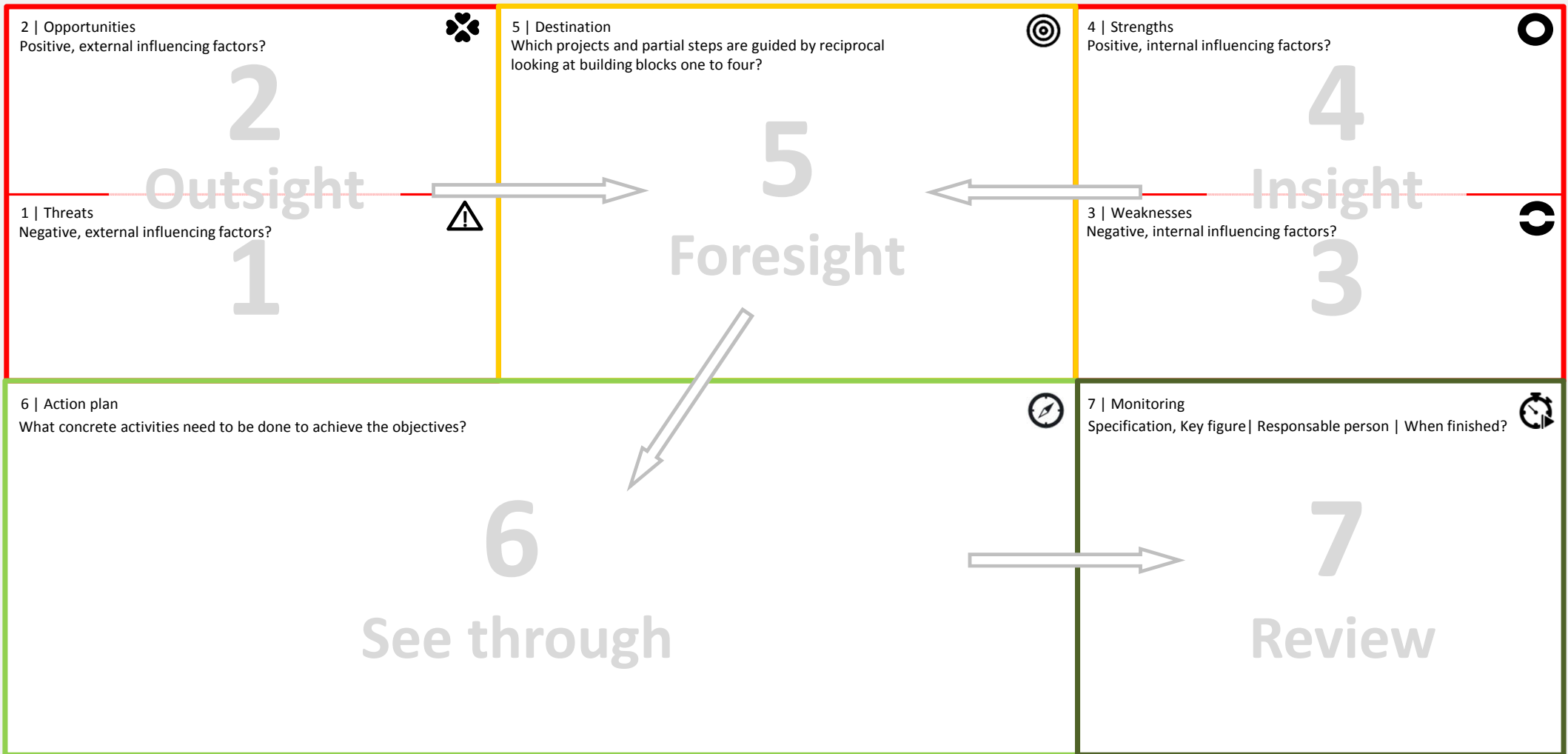
Simple. Manage. Right.

Design for:

Design by:

Date:

Version:



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- BUSINESS - MANAGEMENT CANVAS

Simple. Manage. Right.

Design for: *Micky's
SmartPhones*

Designed by: *CEO-Staff-Team*

Date: *30.09.YY*

Version: *3. Vj*

2 | Opportunities

- Buying power
- Demographic trend
- Growing market (SME)
- Hypes (Digitalisation)
- Online Trend

1 | Threats

- Stagnating market (New devices)
- Laws (Online statutes)
- New competitors
- Rent, Utility expenses

5 | Destination

- Vision, Mission (Lean. Smart. Phones)
- Increase revenues (\geq costs)
- Gain new customers (B2B./B2C)

- Employees Know-how ($\geq \emptyset$)
- Increase awareness (20%)
- Organization (structure processes)

4 | Strengths

- Design
- Customer base
- Employee experience
- Training and further education opportunities

3 | Weaknesses

- Organization
- Brand awareness
- Advertising campaigns

6 | Action plan

- Staff training
- Technology
- Sales: elder customers
- Online law
- Research: Mobile Apps

- Awareness
- Social Media (How to videos)
- Advertising (train station)
- Acquisition (business clients)
- Check processes
- Reduce costs
- Save time

7 | Monitoring

- ≥ 10 Apps found Effectiveness (30.10.YY) R. Sachs
- Flyer-, poster-drafts (30.11.YY) G. Stein
- Strategy Review (30.12.YY) GS, RS
- ≥ 10 Apps found TG 50+ (30.10.YY) G. Stein
- 50 business clients visited (20.01.YY) R. Sachs
- Training online law completed (30.11.YY) G. Stein
- Training offers found (15.11.YY) G. Stein
- Social media concept created (15.12.YY) G. Stein
- "Optimizer book" keeping (30.03.YY) R. Sachs



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