

# MANAGEMENT CANVAS

## DISCOVER. ADAPT. GROW.

Design for:

Designed by:

Date:

Version:

2 | Opportunities  
Positive, external influencing factors?



5 | Direction  
Which projects and partial steps are guided by reciprocal looking at building blocks one to four?



4 | Strengths  
Positive, internal influencing factors?



1 | Threats  
Negative, external influencing factors?



3 | Weaknesses  
Negative, internal influencing factors?



6 | Action plan  
What concrete activities need to be done to achieve the objectives?

7 | Monitoring  
Specification, Key figure | Responsible person | When finished?



2  
Outsight  
1

5  
Outlook

Insight  
3

6  
Seeing through

7  
Review



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# - BUSINESS - MANAGEMENT CANVAS DISCOVER. ADAPT. GROW.

Design for: *Micky's  
SmartPhones*

Designed by: *CEO-Staff-Team*

Date: *30.09.YY*

Version: *3. Vj*

## 2 | Opportunities

Buying power

Demo-graphic trend

Growing market (SME)

Hypes (Digitalisation)

Online Trend

## 1 | Threats

Stagnating market (New devices)

Laws (Online statutes)

New competitors

Rent, Utility expenses

## 5 | Direction

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

Training and further education opportunities

Customer base

Employee experience

## 3 | Weaknesses

Organisation

Brand awareness

Advertising campaigns

## 6 | Action plan

Staff training

Technology

Online law

Research: Mobile Apps

Sales: elder customers

Awareness

Social Media (How to videos)

Advertising (train station)

Acquisition (business clients)

Check processes

Reduce costs

Save time

## 7 | Monitoring

$\geq 10$  Apps found Effectiveness (30.10.YY) R. Sachs

Flyer-, poster-drafts (30.11.YY) G. Stein

Strategy Review (30.12.YY) GS, RS

$\geq 10$  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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