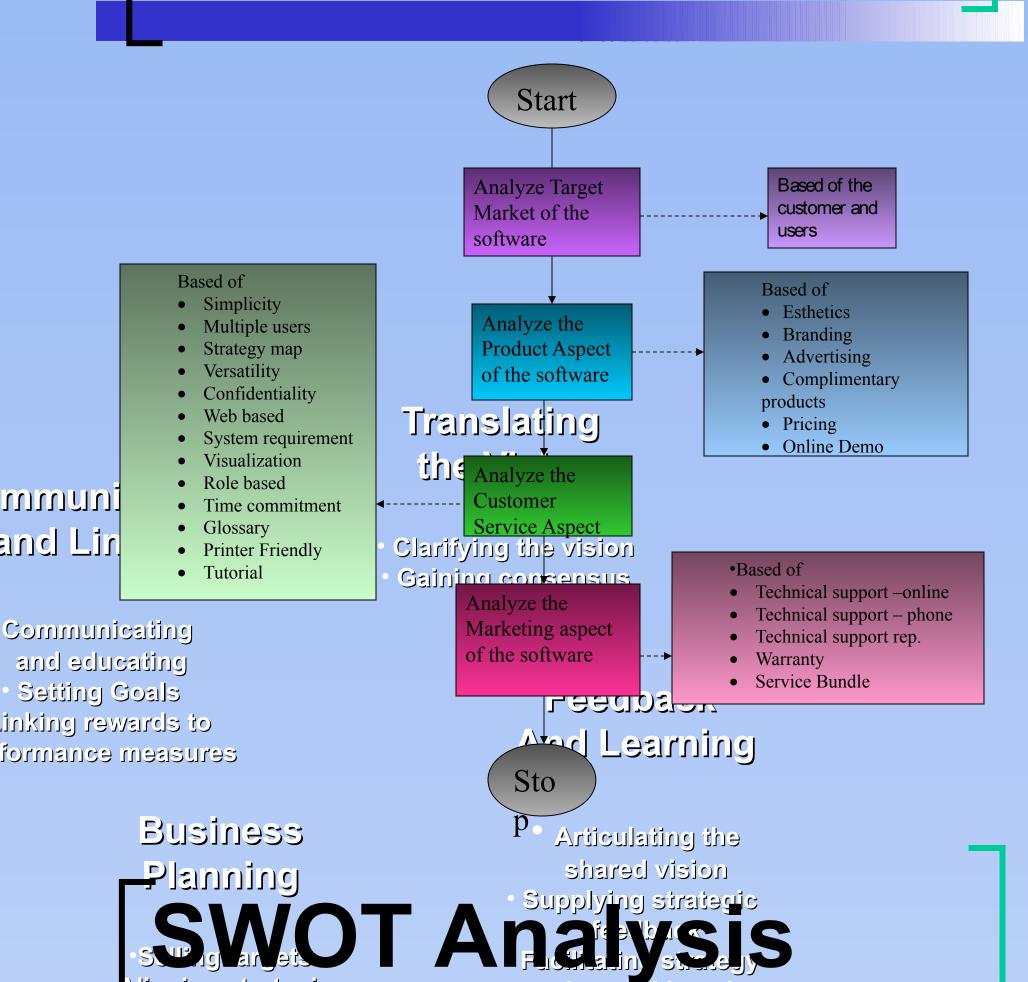
# **Analysis Process**



·Establishing

miladana					
Software	Strength	Weakness	Opportunity	Threat	
SMS	Glossary	Graphics	Nature of the software, target market	Lack of customer service	
Mappware	Warranty	Glossary & tutorial	Well-developed role-base	Undefined target market, paranoia	
ithink	Visualization	Sophisticate d &time consuming	Target market	Not focusing on market trends, branding	
StrategyMap	Flexible	Lack of demo	Adaptability	Lack of identity	
iDashes	Visualization	High system requirements	Applicability of strategy	Graphically overwhelming	
Virtual CEO	Easy to use	Not role based	Promotion and advertising	Spread-out target market	
Elevator	Role-Based	No Update version	Nature of Software	Not Application Service Provider	
Active Strategy	Good branding	Customer service	Marketing	Lack of customer service	

## Template of Super Software

Software Aspect	Software	
Promotion	Active Strategy	
Branding	Active Strategy	
Service Bundle	Active Strategy	
Applicability of strategy map	iDashes	
Tutorial	iDashes	
Visualization	iDashes	
Glossary (layout)	ithink	
Multiple user support	Elevator, Mappware	
Role Based	Elevator	
Warranty	Mappware	
Glossary (content)	SMS	
Update versions	SMS	
Strategy map customization	StrategyMap	
Esthetics	Virtual CEO	
Time commitment	Virtual CEO	
Tutorial	Virtual CEO	

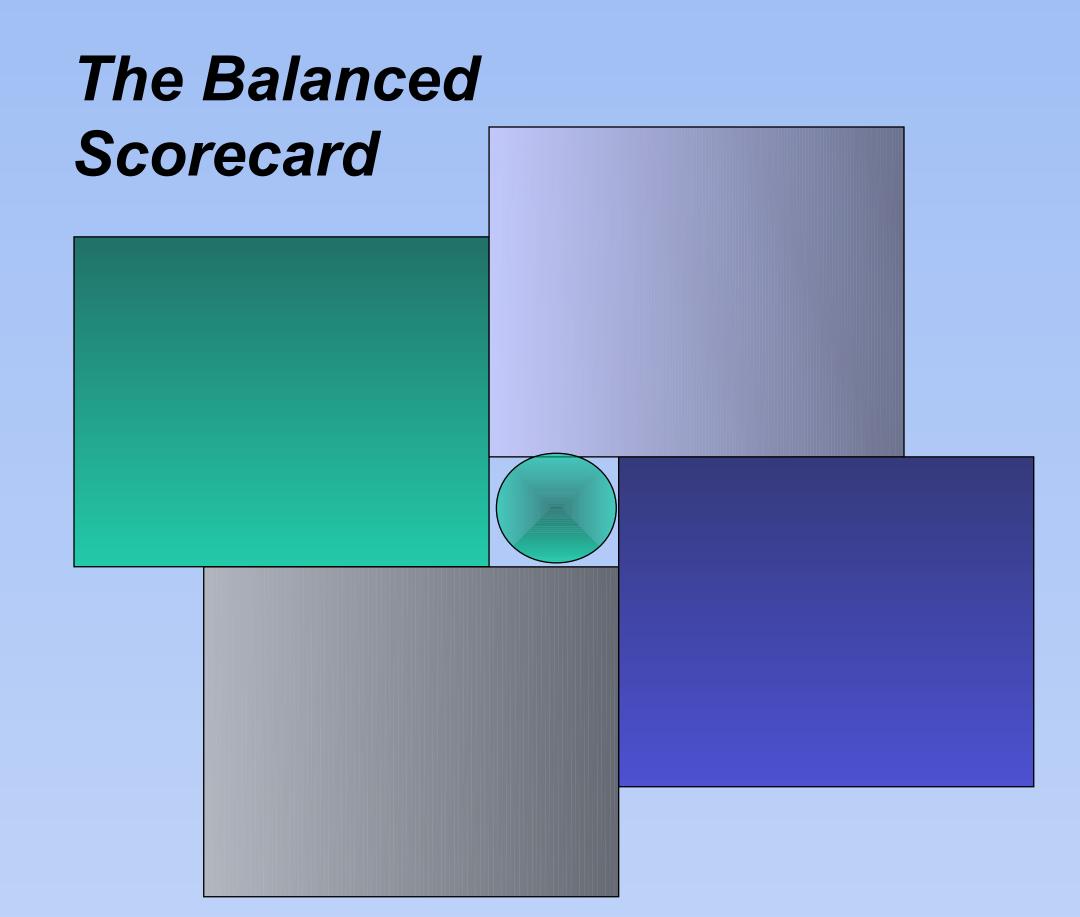
IPRO 357 Business Planning for a Web-Based Entrepreneurial Business

# Strategic Management System

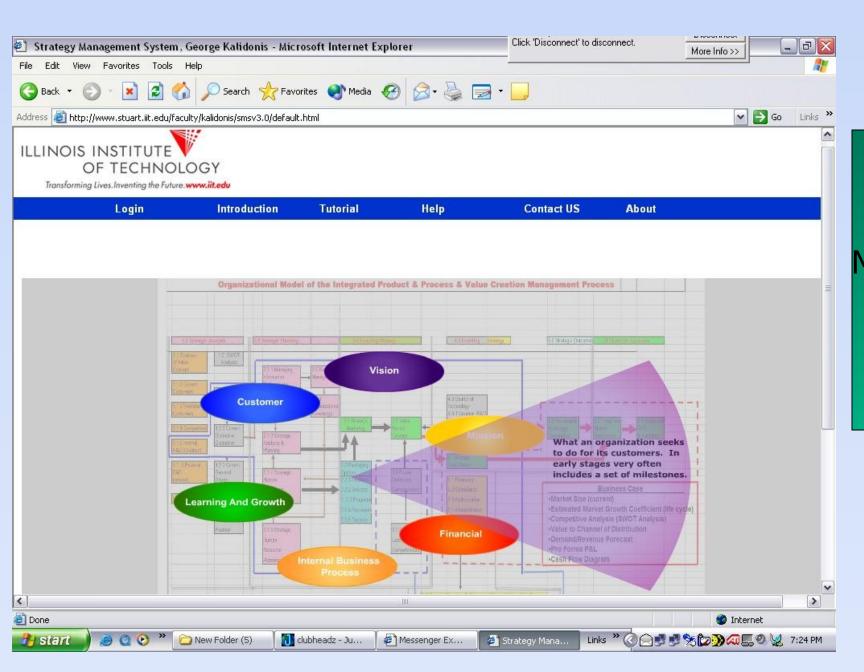
### Background

With the capabilities of the BSC as a framework for implementing and managing strategy, in addition to the Kalidonis model developed by Dr. George Kalidonis, the Strategic Management System was developed. Besides the four interrelated perspectives used by the BSC, the SMS software also includes vision and mission( refer to Figure 2).

This semester, the SMS software is going to be more conducive to customers. Therefore, users without any background or business background will find this software easy to use.



## **Updated Version of SMS**



Interface Redesign Increased Efficiency Dynamic Content Iore User-friendly System **Enhanced GUI Content Wizard** Increased Reliability

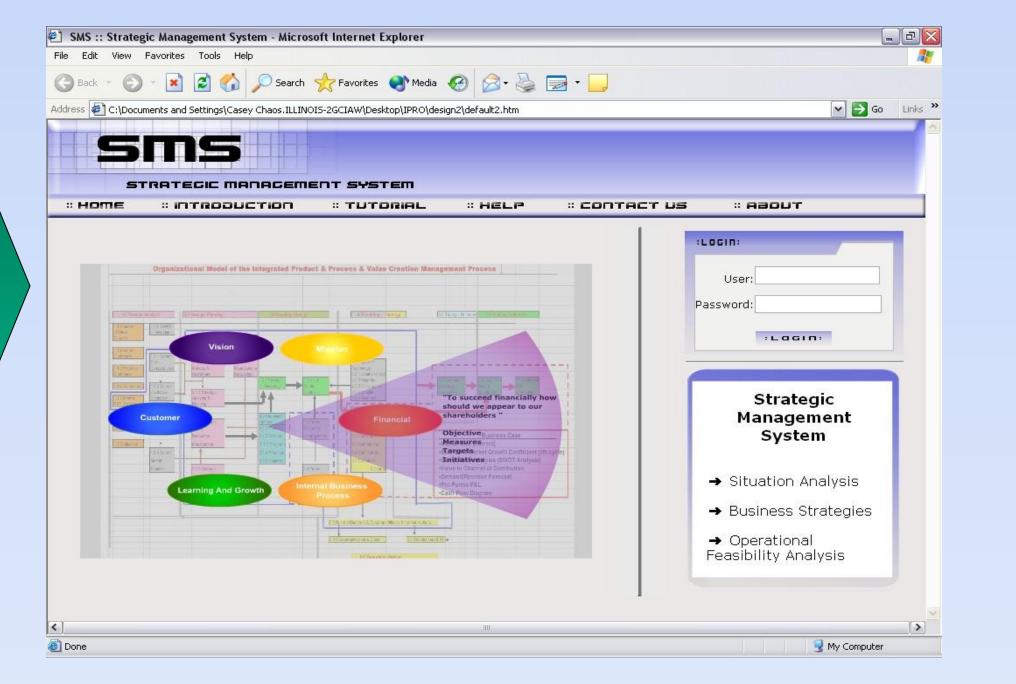


Figure 2. SMS Version 3.0

### Conclusion

Figure 1. SMS Version 1.0

### Progress

- Technical improvements on Software
- Understanding of non-profit organization
- Refined the market position of SMS

#### Looking Ahead

- Develop an algorithm that can generate the strategy map with simple, remarkable and useful figures and numbers
- Improve the applicability of strategy
- To begin offering consulting, training and seminar, formulate educational handout, and market the SMS software

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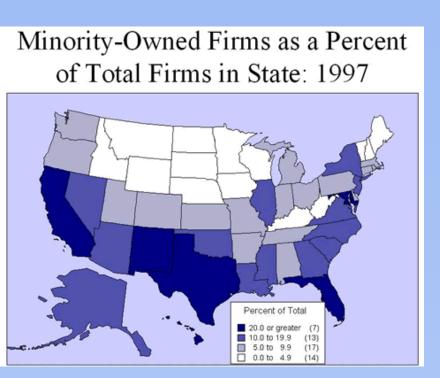
For more information visit http://www.iit.edu/~ipro357f03

# A Non-Profit Case Study

#### Minority Business Development Group

What services do they provide?

- Business Financing
- Contract Procurement
- General Business Consulting
- Management Development



**U.S. Census 1997** 

# Case Study Objectives

#### Organization and Strategy

•Access their strategy and company structure

#### Problems and Solutions

- Discover problems with their strategy
- Suggest Initiatives to solve problems

#### Potential Revenue

 Offer an analysis of a potential service that can be used as an additional revenue stream

### Strategy Map

#### Development Process

- Interviews staff and management
- Analysis of public documents
- Observational Analysis

#### Usage

- Provides strategy analysis
- Adding in revising policies
- Potential use to develop new strategy



SMS strategy map

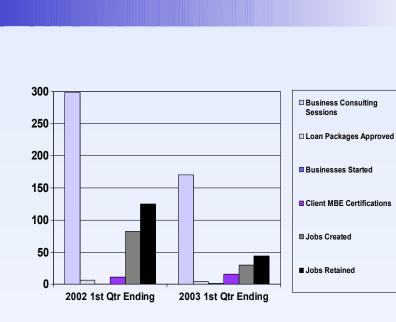
### Assessment Report

#### Problems Identified

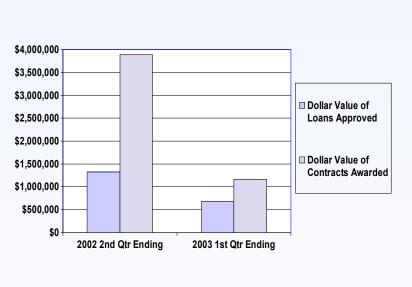
- Environmental and Communication Issues
- Inexperience and lack of motivation
- Financial & Productivity Decline

#### Suggested Solutions

- New revenue streams
- Stress Value bundles



**Productivity Report** 



Finance Report