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Business Planning for History-Related Projects

Management &
Organization

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Your People Determine Your Success

- In developing your Management plan, focus on two main areas:
- 1) the people who run your business;
- 2) your management structure and style.

1. Your management team

- Key Employees/Principals
- Board of Directors
- Advisory Committee
- Consultants and Other Specialists
- Key Management Personnel to Be Added

Key Employees/Principals

- the founder or founders
- Top decision-makers: president , chief executive officer (CEO), division presidents
- Key production personnel: chief operating officer, plant manager , technical director.
- Key technology personnel: chief technology officer, MIS director, systems administrator.
- Principal marketing staff: director of marketing, director of sales.
- Primary human resources staff: personnel director, training director.
- Head of research and development

the Key Employees Evaluation

- Experience
- Successes
- Education
- Strengths
- Areas Lacking Strength

Management Compensation and Incentives

Once you get beyond a credible salary, motivation is more a matter of pride, respect, and acknowledgment.

The incentives you can offer include:

- Salary
- Bonuses
- Commissions
- Profit Sharing
- Equity
- Other incentives

Board of Directors / Advisory Committee

Board of Directors (board of governors, board of managers) is a body of elected or appointed members who jointly oversee the activities of a company or organization.



Board of Directors/Advisory Committee

- List the members of your Board of Directors, their financial stake in the company, and their professional expertise: ...
- Describe how often the Board of Directors meets and its responsibilities:
- If you have an Advisory Committee, state its functions and responsibilities and how often it meets:
- List the members of your Advisory Committee, their professional expertise, and their compensation, if any:

Consultants and Other Specialists

- Attorney
- Accountant
- Management Consultants
- Marketing Consultants
- Designers
- Industry Specialists
- Technology Specialists

Key Management Personnel to Be Added

- POSITION: _____
- Qualifications Sought: _____
- Approximate Date to Be Added: _____
- Approximate Level of Compensation: _____
- Other Incentives to Be Offered: _____

2. Management Structure and Style

The formal structure - the official lines of authority.

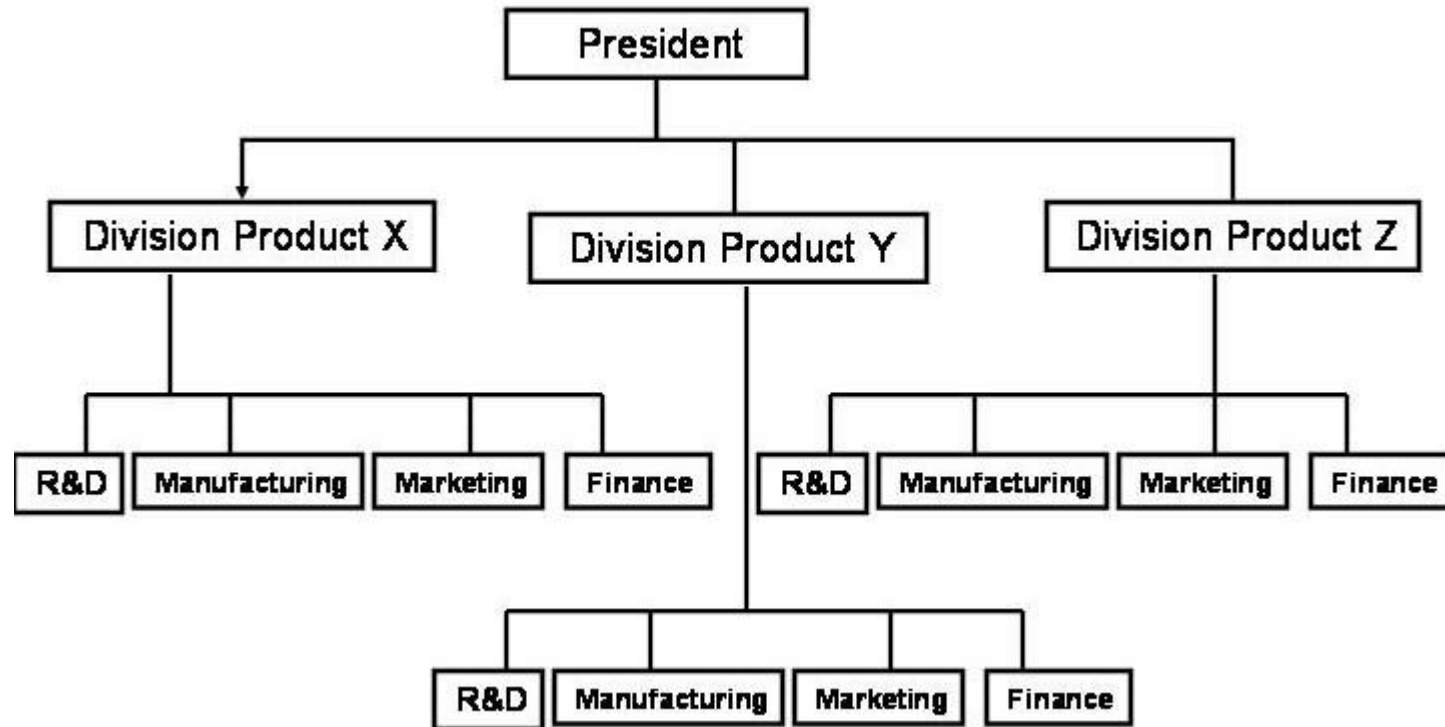
An **organizational structure** defines how activities such as task allocation, coordination and supervision are directed toward the achievement of organizational aims

- Should responsibilities be allocated by functional area, product line, or geographic divisions?
- Which employees will each manager supervise, and over what functions will each manager have responsibility?

Functional structure



Divisional structure



Management Style

Include communication, leadership, motivation, and team-building.

The five most important elements of your management style are:

1. Clear Policies
2. Communication
3. Employee Recognition
4. Employee's Ability to Affect Change
5. Fairness

Thank you for attention!

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