

Strategy and Risk Assessment

Board Meeting, October 2008

Strategy Process

Assessment of Essentials

Structuring

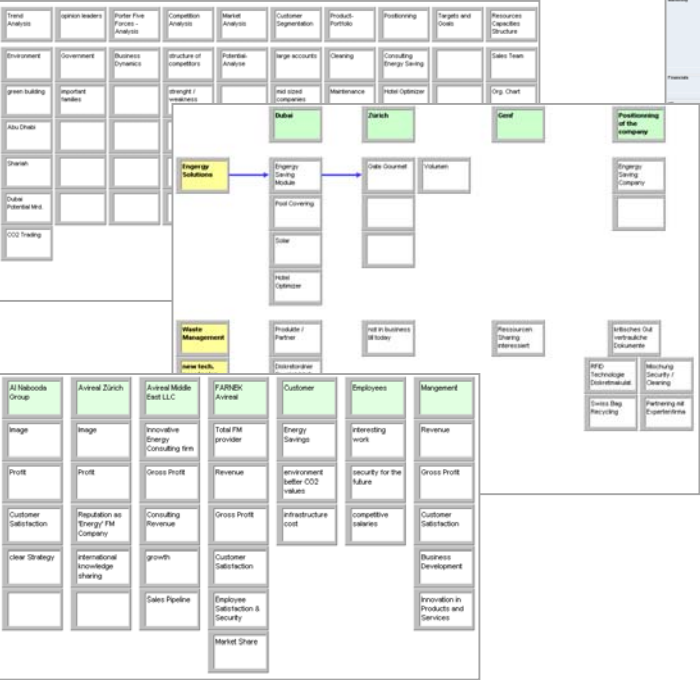
Collecting Essentials

Firma Board & Management Cockpit				Author: October 2008	
Ziel: Conditions of successful development				Last Change: 23/10/2008 14:46:51	
Legend:		Scenarios:			
<ul style="list-style-type: none"> we do not know perfect, high performance ok, needs monitoring, no immediate action required critical, needs action, low performance high potential immediate action required, high risk, low performance, strategic 		<input type="checkbox"/> 1 (0 0.00 0.00) <input type="checkbox"/> 2 (0 0.00 0.00) <input type="checkbox"/> 3 (0.00 0.00 0.00)		<input type="checkbox"/> 4 (0.00 0.00 0.00) <input type="checkbox"/> 5 (0.00 0.00 0.00) <input type="checkbox"/> 6 (0.00 0.00 0.00)	
Strategy	General	Vision	mid term Strategy		
Marketing	Board/CEO	Market Penetrator Dubai	Market Development Sharjah	Potential, Palm Jumeirah, Palm Jebel Ali, Dubai Land	Market Development Abu Dhabi
	Marketing Growth Strategy				high FM Market growth in UAE / Region (15%+)
Marketing	Products & Services	FM low end	FM Consulting Energy Solar	Pool Covering Solution	Hotel Optimizer
	CEO				Energy Saving Modules
Marketing	Business Divisions	Maintenance	Refurbishment Mgmt Position opens several candidates	Security event/audit check mit Protectas	Cleaning
	Customer Relationship Management				Consulting
Marketing	Customer Relationship Management	Large Accounts	Small and medium customer set	New Business / Acquisition	
	Division Mgr.				Customer Survey
Financials	CFD	Revenue	Expenses	Investments	Cash Management
	CFD				Net Profit 2008
HR	CEO	new structure organizational chart	Skills development	HR Policies and Procedures	Bank Account for Employees
	CEO Management	Board Members / Shareholder	Management C-level	lower Management	Staff
Processes	Overall Situation	Office Situation new office	Vehicle Situation	Bank Signatures	Monthly Reporting
	CEO Business Process Development	FM Software Contract Signing	ERP (FI, CO, HR) Contract Signing	Management Processes	quality management
CFD					Corporate Governance



Project planning

September	October	November	December	January	February	March
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Area	Category	Item	Status	Priority	Owner	Start	End
Marketing	General	Market Penetrator Dubai	OK	High	CEO	2008-10-01	2009-03-31
	Marketing Growth Strategy	Market Development Sharjah	OK	High	CEO	2008-10-01	2009-03-31
	Products & Services	FM low end	OK	High	CEO	2008-10-01	2009-03-31
	CEO	FM Consulting Energy Solar	OK	High	CEO	2008-10-01	2009-03-31
Marketing	Business Divisions	Maintenance	OK	High	CEO	2008-10-01	2009-03-31
	Customer Relationship Management	Large Accounts	OK	High	CEO	2008-10-01	2009-03-31
	Customer Relationship Management	Small and medium customer set	OK	High	CEO	2008-10-01	2009-03-31
	Division Mgr.	New Business / Acquisition	OK	High	CEO	2008-10-01	2009-03-31
Financials	CFD	Revenue	OK	High	CEO	2008-10-01	2009-03-31
	CFD	Expenses	OK	High	CEO	2008-10-01	2009-03-31
	CFD	Investments	OK	High	CEO	2008-10-01	2009-03-31
	CFD	Cash Management	OK	High	CEO	2008-10-01	2009-03-31
HR	CEO	new structure organizational chart	OK	High	CEO	2008-10-01	2009-03-31
	CEO Management	Board Members / Shareholder	OK	High	CEO	2008-10-01	2009-03-31
	CEO Management	Management C-level	OK	High	CEO	2008-10-01	2009-03-31
	CEO Management	lower Management	OK	High	CEO	2008-10-01	2009-03-31
Processes	Overall Situation	Office Situation new office	OK	High	CEO	2008-10-01	2009-03-31
	Overall Situation	Vehicle Situation	OK	High	CEO	2008-10-01	2009-03-31
	Overall Situation	Bank Signatures	OK	High	CEO	2008-10-01	2009-03-31
	Overall Situation	Monthly Reporting	OK	High	CEO	2008-10-01	2009-03-31

Board & Management Cockpit

Author:
Date:
Last Change:
Revision:

Konrad Schwitter
October 2008
23/10/2008 13:27:13

Ziel:		Legende:				Scenarios:			
Conditions of successful development FARNEK/Avireal		<input type="checkbox"/> we do not know	<input type="checkbox"/> critical, needs action, low performance	<input type="checkbox"/> high potential	<input type="checkbox"/> 1 (0 0.00 0.00)	<input type="checkbox"/> 2 (0.00 0.00 0.00)	<input type="checkbox"/> 3 (0.00 0.00 0.00)	<input type="checkbox"/> 4 (0.00 0.00 0.00)	<input type="checkbox"/> 5 (0.00 0.00 0.00)
		<input type="checkbox"/> perfect, high performance	<input type="checkbox"/> immediate action required, high risk, low performance, strategic						
		<input type="checkbox"/> ok, needs monitoring, no immediate action required							
Strategy	General	A	Vision Farnek Avireal	mid term Strategy Avireal Farnek					
	Board/CEO								
	Marketing Growth Strategy	B	Market Penetration	Market Development Abu Dhabi	Market Development Sharjah	Potential, Palm Deira, Palm Jebel Ali, Dubai Land			high FM Market growth in UAE / Region (15%++)
Marketing	Products & Services	C	FM low end	FM Consulting Energy Solar	Pool Covering Solution	Hotel Optimizer	Energy Saving Modules	Waste Mgmt Konzepte & Produkte	Product Development new Products/ideas
	CEO								
	Business Divisions	D	Maintenance	Refurbishment Mgmt Position open several candidates	Security eventuell check mit Protectas	Cleaning	Consulting Avireal M.E.		
	Customer Relationship Management	E	Large Accounts	Small and medium customer set	New Business / Acquisition				Customer Survey
Financials	Division Mgr.	F	Revenue 46 mio.	Expenses	Investments	Cash Management		Net Profit 2008 3.3 mio.	Budget 2009
	CFO								
HR	new structure organizational chart	G		Skills development		HR Policies and Procedures	Bank Account for Employees	Salary Increase Program Part of Budget 2009	Medical insurance
	CEO								
	Management	H	Board	Management C-level	lower Management	Staff			
Processes	Board								
	Overall Situation	I	Office Situation	Vehicle Situation	Bank Signatures	Monthly Reporting	Management Processes		quality management
	CEO								
Business Process Development	CEO	J	FM Software Contract Signing	ERP (FI, CO, HR) Contract Signing					Corporate Governance
	CFO								



