

# Management StartUP



Develop the Marketing Strategy of your Business

## Business Strategy Formulation

TOOL MANUAL  
MN03

# ABOUT US



The staff of Online Management Solutions Ltd is trained on providing services for establishing and developing new entrepreneurial activities, as well as providing online services for businesses, and especially the media.

## Our Vision

The website [managementstartup.com](http://managementstartup.com) was created by Online Management Solutions Ltd.

It stands as one of our first creations and it focuses on developing and providing research tools that can help people who are close to their entrepreneurial startup.

Management Startup was created by people with a high educational level and vast experience in the field of research and development of new tools for entrepreneurship.



# GENERAL DESCRIPTION



In order to establish where the business is going, you must know exactly where it is. The tool "Business Strategy Formulation" helps exactly in doing this, examining the current state of the business in key areas such as:

1. Management
2. Production
3. Research and Development
4. Marketing
5. Information systems - new technologies
6. Financials

Strategic planning: is the process of determining the strategy, direction and decision making of a business with regards to the allocation of resources (including capital and people).

# TOOL USAGE

It is suggested the tool be used by the general management of the company.

## Type of business

New Ventures  
Existing Companies  
Consultants  
Training Organisations



## Size of business

Micro  
SMEs  
Corporations

## Field of business

Services  
Manufacturing  
Trade



TYPE OF TOOL: Questionnaire

YEAR: 2012

TIME NEEDED: 15'-20'

FREQUENCY: Occasionally



Online Management Solutions Ltd

[info@onlinemanagementsolutions.com](mailto:info@onlinemanagementsolutions.com)