

Management StartUP



Make use of the strong and weak points of your business for the design and planning of the most effective strategy

Strategy Planning - TOWS Matrix

TOOL MANUAL
MN08

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 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.

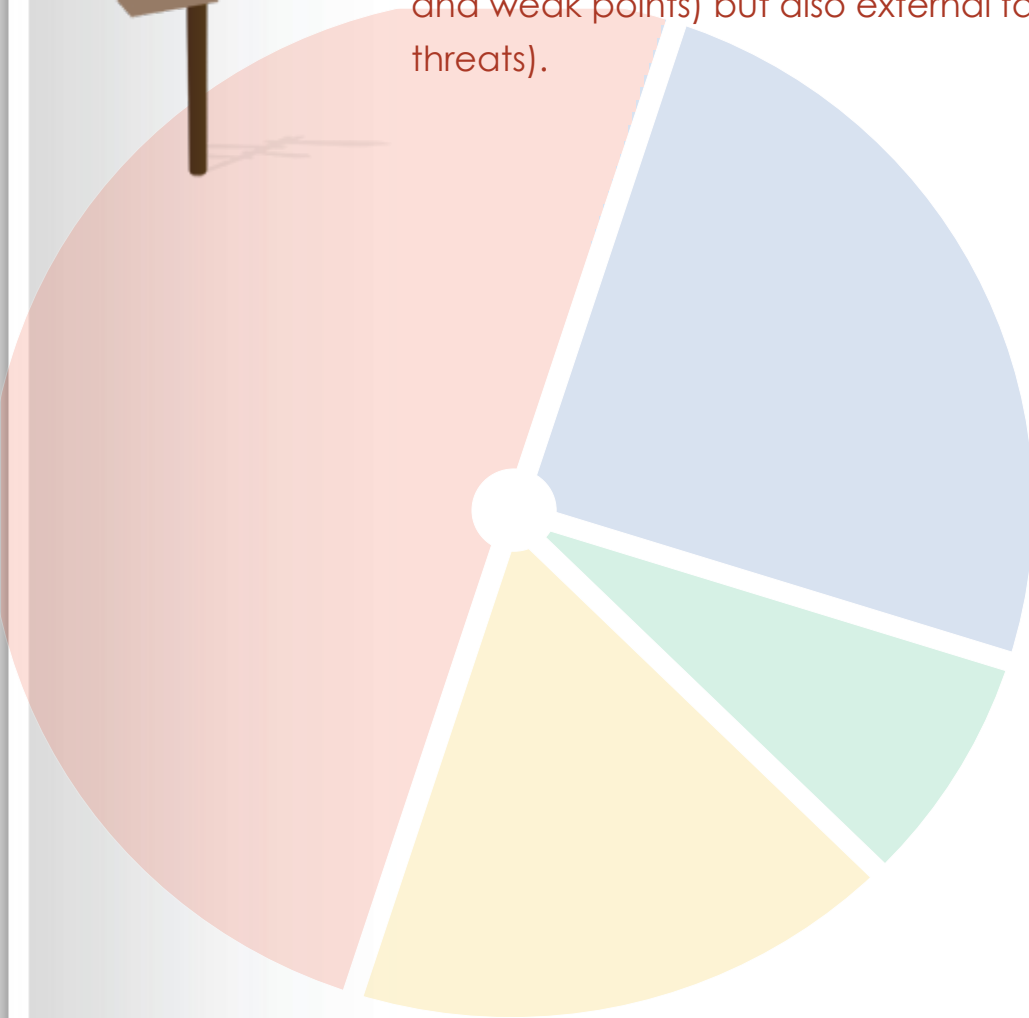
Management Startup was created by people with a high educational level and vast experience in the field of research and development of new tools for entrepreneurship.



GENERAL DESCRIPTION



The tool "Strategy Planning - TOWS Matrix" helps us in the creation of the most effective strategies aiming towards the development of the business by making use of internal (strong and weak points) but also external factors (opportunities and threats).

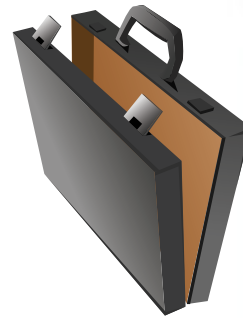


TOOL USAGE

It is advised that the tool be used by the Leadership team of the business (Board of Directors) and/or by the entrepreneur. The user may need the assistance of the Entrepreneurship Consultant due to the specialisation of the tool.

Type of business

Startups
New Ventures
Existing Companies
Consultants
Training Organisations



Size of business

Micro
SMEs
Corporations

Field of business

Services
Manufacturing
Trade



TYPE OF TOOL: Form

YEAR: 2012

TIME NEEDED: 30'-45'

FREQUENCY: Occasionally



Online Management Solutions Ltd

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