

Strategy and Risk Assessment

Board Meeting, October 2008

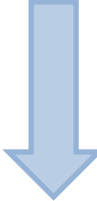
Strategy Process

Assessment of Essentials

Structuring

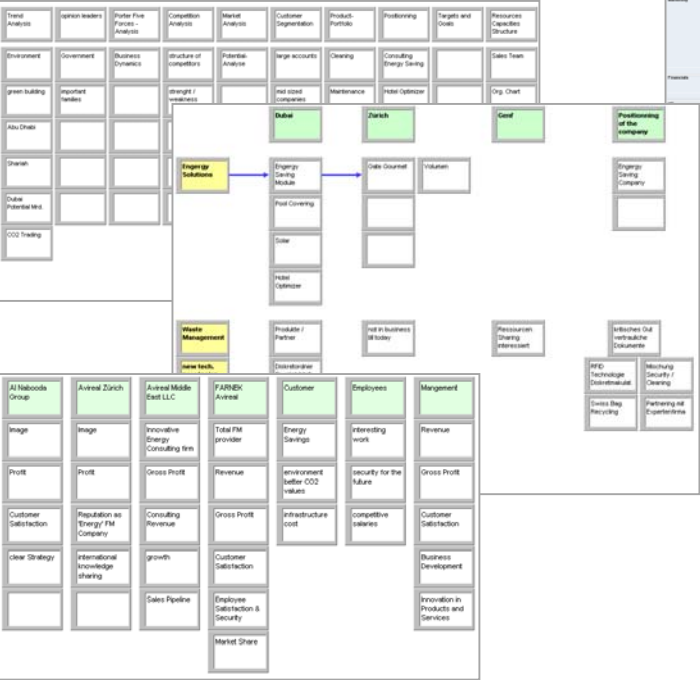
Collecting Essentials

Firma Board & Management Cockpit		Author: October 2008	
Ziel: Conditions of successful development		Last Change: 23/10/2008 14:46:51	
Legende: we do not know (grey), perfect, high performance (green), oil, needs monitoring, no immediate action required (yellow), critical, needs action, low performance (orange), high potential (red), immediate action required, high risk, low performance, strategic (dark red)		Scenarios: <input type="checkbox"/> 1 (0 0.00 0.00) <input type="checkbox"/> 4 (0.00 0.00 0.00) <input type="checkbox"/> 2 (0 0.00 0.00) <input type="checkbox"/> 5 (0.00 0.00 0.00) <input type="checkbox"/> 3 (0.00 0.00 0.00) <input type="checkbox"/> 6 (0.00 0.00 0.00)	
Strategy	General: Vision (yellow), mid term Strategy (orange) Board/CEO: Marketing Growth Strategy (green), Market Penetration Dubai (green), Market Development Sharjah (orange)	Potential, Palm Jumeirah, Palm Jebel Ali, Dubai Land	Market Development Abu Dhabi, high FM Market growth in UAE / Region (15%+)
Marketing	Products & Services: FM low end (green), FM Consulting Energy Solar (orange), Pool Covering Solution (yellow), Hotel Optimizer (green), Energy Saving Modules (green), Waste Mgmt Concrete & Produkte (grey), Product Development new Products/Ideas (orange) CEO: Business Divisions: Maintenance (green), Refurbishment Mgmt Position opens several candidates (orange), Security event/audit check mit Protectas (orange), Cleaning (green), Consulting (yellow)	Large Accounts (green), Small and medium customer set (green), New Business / Acquisition (green)	Customer Survey (grey)
Financials	Customer Relationship Management: Division Mgr.: Revenue (yellow), Expenses (green), Investments (green), Cash Management (yellow), Net Profit 2008 (green), Budget 2009 (orange)	CFD: new structure organizational chart (yellow), Skills development (green), HR Policies and Procedures (yellow), Bank Account for Employees (grey), Salary Increase Program Part of Budget 2009 (orange), Medical insurance (orange)	
HR	CEO: Management: Board Members / Shareholder (orange), Management C-level (orange), lower Management (grey), Staff (grey)	CEO: Business Process Development: Office Situation new office (orange), Vehicle Situation (green), Bank Signatures (orange), Monthly Reporting (orange), Management Processes (orange), quality management (grey)	
Processes	Overall Situation: FM Software Contract Signing (orange), ERP (FI, CO, HR) Contract Signing (yellow)		



Project planning

September	October	November	December	January	February	March
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Strategie	Strategie	Strategie	Strategie	Strategie	Strategie	Strategie	Strategie	Strategie	Strategie	
Marketing	General	Marketing Growth Strategy	Market Penetration Dubai	Market Development Sharjah	Market Development Abu Dhabi	Market Development Palm Jumeirah	Market Development Jebel Ali	Market Development Dubai Land	Market Development High FM Market growth in UAE / Region (15%+)	
Marketing	Products & Services	FM low end	FM Consulting Energy Solar	Pool Covering Solution	Hotel Optimizer	Energy Saving Modules	Waste Mgmt Concrete & Produkte	Product Development new Products/Ideas		
Marketing	CEO	Business Divisions	Maintenance	Refurbishment Mgmt Position opens several candidates	Security event/audit check mit Protectas	Cleaning	Consulting			
Marketing	Customer Relationship Management	Division Mgr.	Large Accounts	Small and medium customer set	New Business / Acquisition			Customer Survey		
Financials	CFD		Revenue	Expenses	Investments	Cash Management		Net Profit 2008	Budget 2009	
HR	CEO	Management	Board Members / Shareholder	Management C-level	lower Management	Staff		Bank Account for Employees	Salary Increase Program Part of Budget 2009	Medical insurance
HR	CEO	Business Process Development	Office Situation new office	Vehicle Situation	Bank Signatures	Monthly Reporting	Management Processes		quality management	
HR	CEO	Business Process Development	FM Software Contract Signing	ERP (FI, CO, HR) Contract Signing					Corporate Governance	

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.								
	CFO	F	Revenue 46 mio.	Expenses	Investments	Cash Management		Net Profit 2008 3.3 mio.	Budget 2009
HR	CEO	G	new structure organizational chart	Skills development		HR Policies and Procedures	Bank Account for Employees	Salary Increase Program Part of Budget 2009	Medical insurance
	Management	H	Board	Management C-level	lower Management	Staff			
	Board								
Processes	Overall Situation	I	Office Situation	Vehicle Situation	Bank Signatures	Monthly Reporting	Management Processes		quality management
	Business Process Development	J	FM Software Contract Signing	ERP (FI, CO, HR) Contract Signing					Corporate Governance
	CFO								



Firma _____

Board & Management Cockpit

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Vision / Mission

Ziel:		Legende:				Scenarios:			
Conditions of successful development		<input type="checkbox"/> we do not know	<input type="checkbox"/> critical, needs action, low performance	<input type="checkbox"/> high potential	<input type="checkbox"/> immediate action required, high risk, low performance, strategic	<input checked="" type="checkbox"/> 1 (0 0.00 0.00)	<input type="checkbox"/> 2 (0 0.00 0.00)	<input type="checkbox"/> 3 (0 0.00 0.00)	
Strategy	General	Vision	mid term Strategy						
	Board/CEO								
	Marketing Growth Strategy	Market Penetration Dubai	Market Development Sharjah			Potential, Palm Deira, Palm Jebel Ali, Dubai Land	Market Development Abu Dhabi	high FM Market growth in UAE / Region (15%++)	
Marketing	Products & Services	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	Maintenance	Refurbishment Mgmt Position open several candidates	Security eventuell check mit Protectas	Cleaning	Consulting			
	Customer Relationship Management Division Mgr.	Large Accounts	Small and medium customer set	New Business / Acquisition					Customer Survey
Financials	CFO	Revenue	Expenses	Investments	Cash Management		Net Profit 2008	Budget 2009	
	HR	new structure organizational chart	Skills development		HR Policies and Procedures	Bank Account for Employees	Salary Increase Program Part of Budget 2009	Medical insurance	
Processes	Overall Situation	Office Situation new office	Vehicle Situation	Bank Signatures	Monthly Reporting	Management Processes		quality management	
	Business Process Development	FM Software Contract Signing	ERP (FI, CO, HR) Contract Signing					Corporate Governance	
	Board	Board Members / Shareholder	Management C level	lower Management	Staff				

