

# Business Characteristics

## Specific Characteristics of our Business Examples

The purpose of this document is to present specific business characteristics organized strategically. Strategic organization communicates those specifics in a general way. TeamsWin Information Heavylifting can build a specific business model for you from strategy in your reports, recognizing: product, process and facility.

While you look at these simple characteristics, imagine how they are organized in reports, maps, catalogs, etc. Then imagine those schemes associated. In other words, imagine all the types and subtypes you need in order to understand a business, and how the owner mentally associates those structures. The way he sets up his reports shows us how the owner associates those structures. This document does not say any more about strategic entity organization for these example businesses, but use your imagination.

### Construction—Brick and Stone

Product—Building  
Projects

Process—Equipment  
Distribution, Set up,  
Bricklaying, Clean up

Facility—Worksites,  
Equipment Storage and  
Administration Office

### Exercise Studio

Service—Exercise  
Training and Facilitation

Process— Set up,  
Exercise Time, Training  
Classes, and Clean up

Facility—Exercise  
Activity, Customer  
Location, Equipment

### Fast Food

Product—Fast Food

Process—Set up, Meals  
Preparation, Sales and  
Clean up

Facility—Restaurant,  
Seating, Sales Point,  
Food Preparation Areas

### Glass Business

Product—Windows

Process—Sales and  
Installation

Facility—Inventory and  
Worksite

### Insurance

Product (Service)—  
Insurance (Agent)

Process—Risk  
Assessment

Facility—Coffee Shop,  
Home and Office

### Quick Stop Gas

Product—Gas, Fast  
Food and Supplies

Process—Set up, Self  
Service, Point of Sale,  
Perpetual Inventory, and  
Clean up

Facility—Restrooms,  
Store, Pumps

# Business Characteristics

## Real Estate

Product (Service)—Real Estate (Agent)

Process—Real Estate Transaction

Facility—Office, Open House, Maps, Locations

## Tire Store

Product—Tires

Process—Sales, Installation and Repair

Facility—Waiting room, Work Area, Tire Inventory

## Summary: Using Business Models

This document has listed some business characteristics, and these characteristics are organized by common business entity examples. There is also a mention of the owner's strategic entity organization found in his reports, which entity organization defines his business model and how he relates to the sources of information he uses. In other words, with a little imagination it is a quick review of some business models.

To pull it all together, imagine how decision makers use this information organization to evaluate decisions and balance cross functional impacts (unintended consequences). Since the owner may not be the only one making decisions, imagine the importance of all decision makers using one vision: the owner's business model. The small business owner has the opposite problem, he may be the only decision maker. Imagine how this information organization can make it easier for him to filter information. For all business owners and decision makers we supply a thinking tool that filters information by the owner's vision.