

## **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.