

EXERCISE 2

PLANNING CHANGE

You are the director of one of the departments of a large sales company. It turns out that your department does not bring as much profit as the company's management assumed. The costs of maintaining this department exceed the revenues.

Plan possible changes that can be made to the company to make the department profitable. Maybe you have problems in your department, or maybe these problems are in other operational departments whose activities affect your costs and profits, e.g., logistics department, finance department, purchasing department or others?



MAYBE YOU HAVE PROBLEMS WITH SALES STAFF? WRITE THEM DOWN.

MAYBE YOU HAVE PRODUCTION PROBLEMS? WRITE THEM DOWN.

MAYBE YOU HAVE PROBLEMS WITH SUPPLIERS? WRITE THEM DOWN.



MAYBE YOU HAVE PROBLEMS WITH LOGISTICS? WRITE THEM DOWN.

MAYBE YOU HAVE PROBLEMS WITH FINANCING SALES? WRITE THEM DOWN.