

Core Competence Analysis

- **Relevance:** The competence must give your customer something that strongly influences him/her to choose your product/service
- **Difficulty of imitation:** The core competence should be difficult to imitate
- **Breadth of application:** It should be something that opens up a good number of potential markets

Business Relationships

- Suppliers
- Distributors
- Other business partners

Examine:

- Capacity
- Quality
- Value provided

Role of a Manager: Achieve & exceed the Assigned objectives by ensuring that each & every member of the team achieves and/or surpasses their objective.

4 Functions of Management

Planning - Set appropriate strategies, objectives & activities to achieve organisational objectives

Organising - Establish tasks & relationships with teams & individuals to allow the staff to work together to achieve the planned objectives

Leading - Motivate, co-ordinate & energise teams & individuals to work together to achieve the set objectives

Control - Establish accurate measuring & monitoring systems to evaluate how well the organisation's objectives have been met

Decisional Roles

Entrepreneur - Deciding which new projects or programs to initiate & to invest resources in

Disturbance handler - Managing an unexpected event or crisis

Resource allocator - Assigning resources between functions within the marketing department, & setting the budgets

Negotiator - Reaching agreements between other managers, & advertising agencies

Leadership

Involves using:

- Power