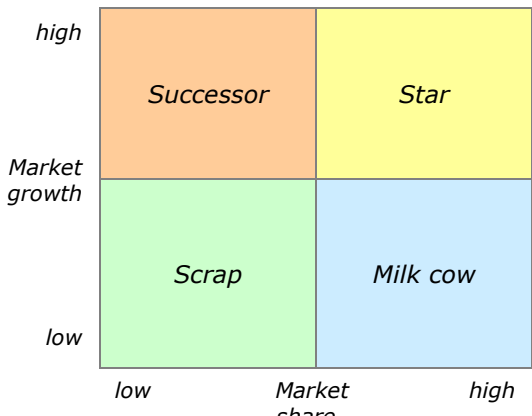


Checklist

Corporate strategy

How can your main products and services be attributed to the product life cycle?						
No.	Product / Service	Introduction	Growth	Maturity	Saturation	Decline
1		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How do you rate the market chances of the principal products?		
No.	Product / Service	
1		
2		
3		
4		
5		
6		

In which areas are modernisation processes being implemented in your company?				
Innovation sources	New products	New technologies	Organisational changes	Personnel development
Personal developments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From a "parent company"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From an enterprise association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From supplier firms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From consultants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From institutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From further training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Where do the ideas and stimuli therefore come from?

	Yes	No
Are you planning international activities? (marketing, acquisition, personnel)	<input type="checkbox"/>	<input type="checkbox"/>
Is your company EN ISO 9000 certified?	<input type="checkbox"/>	<input type="checkbox"/>

Are there any signs of imminent crises in your company?	
Declining turnover	<input type="checkbox"/>
Diminishing market share	<input type="checkbox"/>
Declining promotional success	<input type="checkbox"/>
Declining orders	<input type="checkbox"/>
Accounting anomalies	<input type="checkbox"/>
Longer than usual delays in payments from customers	<input type="checkbox"/>
Diminishing cash flow	<input type="checkbox"/>
Increasing demands for guarantees	<input type="checkbox"/>
Increasing delays in deliveries	<input type="checkbox"/>
Increasingly inefficient work processes	<input type="checkbox"/>
Growing tendency to fluctuation	<input type="checkbox"/>
Breakdown in company communications	<input type="checkbox"/>
Breakdown in customer communications	<input type="checkbox"/>

What is your corporate strategy?	
Geographical expansion of activities (region/Europe)	<input type="checkbox"/>
Specialisation on fewer main products and services	<input type="checkbox"/>
Diversification of services (wider range of services)	<input type="checkbox"/>
Introduction of new products or technologies (processes)	<input type="checkbox"/>
Formation of new associations (consortia, trade associations)	<input type="checkbox"/>
Takeover of other companies	<input type="checkbox"/>
Establishment of subsidiary companies	<input type="checkbox"/>
Association with other companies / relinquishment of independence	<input type="checkbox"/>
Personnel changes (layoffs, acquisitions, exchanges)	<input type="checkbox"/>



What kind of modernisation (innovations) of your products, technologies or organisation are you planning or would you like to see?