

A summarizing view of business functions for work planning.

01



FOUNDATION

All business functions required to keep a business in existence.

Laws & Legality
Finance & Accounting
Business Model
Management

02



ACQUISITION

All business functions used to gain or generate prospects and new customers.

Marketing
Advertising
Sales And Distribution
Lead Generation

03



DELIVERY

All business functions required to manage the customer relationship

Logistics
Billing
Customer Support
Accessibility

04



EXIT

All business functions used to release a customer from the business smoothly and amicably.

Customer Feedback
Satisfaction Survey
Referral
Service Report