

What are your **GENERAL FUNCTIONS?**

Step ONE: Who Does What??

Start by making a list of all the general functions that apply to any business. It doesn't matter if yours is a traditional "brick and mortar" business, an online business, or a hybrid of the two that involves an online presence, as well as a physical site. We're thinking about the elements essential to every business.

Example:

A. Service – If you provide a service, we need to know who does what task. From barbers to consultants, each person has a role to play.

B. Product Development – Without a product to sell, your company ceases to exist. Product development is not just about coming up with a better widget. It's about making sure your widget is something people want. Extra bells and whistles are of no value if nobody wants to play with them.

C. Marketing – There's an old expression, "It's not the thing. It's the thing that sells the thing." No matter how good your products are, if people don't know about them, there's no chance of getting your business off the ground. Marketing involves creating strategies, reaching niche markets, positioning your product in the marketplace and writing effective marketing ads. And yes, you need marketing in your budget, it's right up there with air.

Whether your business is a simple home affair or a multinational corporation, create your own list and break down the responsibilities associated with each function. Once you have your list, move on to the second step in the process.

What: _____

Who: _____

Description:

What: _____

Who: _____

Description:



What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

What: _____
Description:

Who: _____



What are your **GENERAL FUNCTIONS?**

Step TWO: Organize and Prioritize

Referring to your list, organize each function in order of importance as it pertains to your business. Depending on the size of your company, you may find that it's possible to combine some functions under one general category. You can always split them up later as it becomes necessary. Here's an example of how you might prioritize your list:

Examples:

1. Service and Product Development – Before you have a company, you must have a product so this is number one. It's likely to remain high as you refine your product to remain competitive and develop new products to compliment your core line.

2. Purchasing and Accounting – A small business may want to consider an office manager who can take care of the day-to-day clerical duties and bookkeeping. As your business grows, these two functions can be split. This must be structured and in place before you start selling.

What: _____
Description: _____

Who: _____

What: _____
Description: _____

Who: _____

What: _____
Description: _____

Who: _____



What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

What: _____
Description:

Who: _____

