

AMS

BUSINESS DNA for Example Retail Store

11/6/2004

Key Actions (Input Link)		Resources Information	Who	Measure	Target	Performance Report	Costs	Risk (1-low; 3-high)					
								R1	R2	R3	R4	R5	R6
1	Manage Stock												
1.1	Maintain Floor Stock Levels	Stock Control Manual	ED										
1.2	Confirm & Receive Stock	Stock Control Manual	JE										
1.3	Manage Delivery of Stock	Stock Control Manual	RB										
1.4	Secure & Control Stock	Stock Control Manual	JE										
1.5	Maintain & Repair Stock	Stock Control Manual	GH										
2	Merchandise Stock												
2.1	Maintain Layout	Store presentation 101	ME										
2.2	Price & Ticket Products	Store presentation 102	ME										
2.3	Clean Store	Store presentation 103	RC										
2.4	Display POS Material	Store presentation 104	RC										
2.5	Assemble Products	Stock Control Manual	RC										
3	Manage Employees												
3.1	Hire Employees	HR Guidelines	RC		Personnel Level		Recruitment Activity Rpt						
3.2	Train Employees	Quality Procedures	ED				Skills audit						
3.3	Motivate Employees	HR Guidelines	ED		Staff Turnover		Turnover Report						
3.4	Review Employee Performance	HR Guidelines	RC				HR Appraisals Report						
3.5	Roster Employees	Store Roster guide	ED										
4	Manage Customers												
4.1	Greet Customers	Sales Kit 4.1	ED		Customer Traffic	Number	Door Count Report						
4.2	Know Products	Tech Manuals	ED		Knowledge(Quiz)	100% Right	Report 4.1/03.5.12						
4.3	Make & Repeat Sales	Sales Kit 4.1	ED		New & Repeat Sales (\$)	Budgeted \$	Stores Wkly Rpt						
4.4	Solve Customer Complaints	Complaints Register	JE		No. of Complaints	0							
4.5	Research Customers	Market Research	JE		No. of New Customers	# per Month	New Customer Report						
5	Make Profits												
5.1	Manage Costs		RC		Expense within Budget		Store Expense Graphs						
5.2	Manage Delayed Delivery		ED		Back-order Value Ratio		Incomplete Orders Rpt						
5.3	Control Lay-Bys		ED		Lay-by Value/Sales Ratio		Store Lay-By Report						
5.4	Secure & Bank Cash Takings		ED										
5.5	Maintain Assets		ED										

Help
Example
Only