

Business Systems

Consider a finite state automata where flows move between various objects that increase value to the company. This basic idea can be used to model business related value adding functions.

Here's an example of soulcell.com (one of my previous companies):

Google Search -> Keyword advertising -> low cost information product (£1 price) -> upsell to expensive research project (£10) -> client relationship built -> consultancy lead and research product tailor made to client business (£250).

As you can see this is a novel way to manage costs and decide pricing for a business based on a model of the amount of leads converted into money.

Now consider a car business:

Advertising on tv -> client goes to dealership who builds up relationship -> buying car

As you can see the previous model of a business system is significantly more sophisticated and allows for the business manager to be able to forecast sales and develop capabilities with great profit on the bottom line.

Another example is my business maison mascara Ltd. Here we have viral marketing of information products aimed at young professional women. These people download these and there is the effect that the products lead to conversations where people bring up the idea of the hotel.

As you can see such business systems allow for a revolution in how we make money and advertise one's business in a cost effective fashion.

The key to this is testing the market with various products that are free and easily downloadable. My website uses lulu.com (<http://stores.lulu.com/maisonmascara>) for free books and music.

As you can see we have great ideas and are ready to become your company's saviour in this economic recession. Our approach will help your company compete. To obtain further research directly aimed and targeted at your company and market we can provide you online support with information from your company.

To obtain a quote for a business systems analysis of your company or product please contact our office at +44(0)1273 385959.

Please ask for Tahir Iqbal or leave a message at his desk.