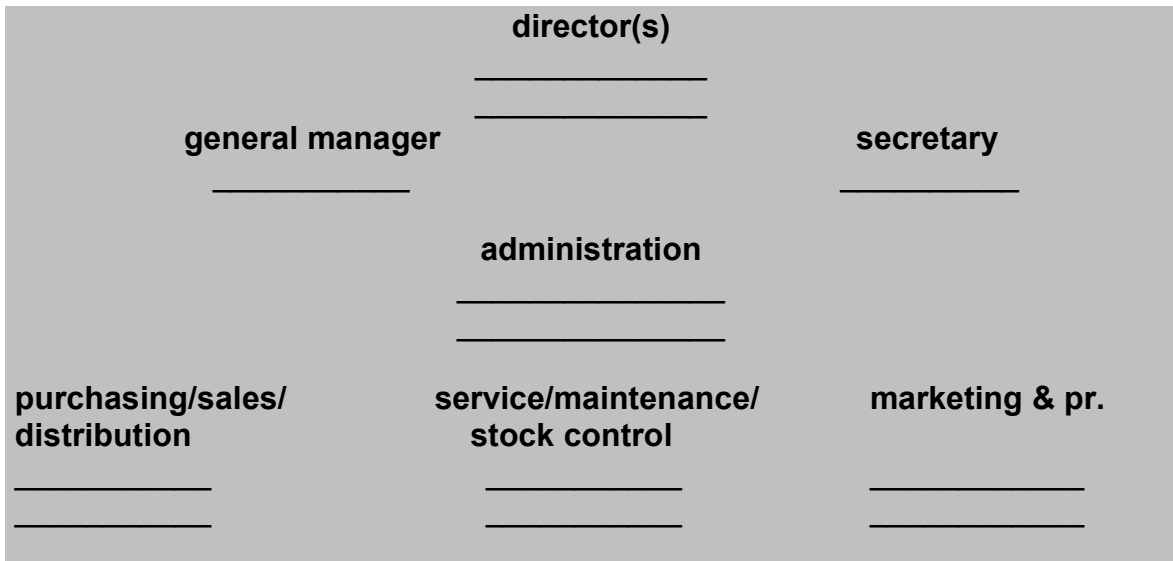


The organizational structure

Management and personnel



The key staff

| | Age | Experience in years | Highest qualification | Salary \$ | Date joined | Number to add/to dismiss |
|------------------------------|-----|------------------------|--------------------------|--------------|----------------|--------------------------------|
| Management | | | | | | |
| | | | | | | |
| | | | | | | |
| Office | | | | | | |
| | | | | | | |
| | | | | | | |
| Sales & marketing | | | | | | |
| | | | | | | |
| | | | | | | |
| Other | | | | | | |
| | | | | | | |

Personnel analysis and expenditures 199__

| | |
|--|----------|
| Total number of staff | _____ |
| Total number of sales staff | _____ |
| Total number of non-sales staff | _____ |
| Total expenditures for staff | \$ _____ |
| Expenditures for the sales staff | \$ _____ |
| Expenditures for the non-sales staff | \$ _____ |
| Sales staff in % of total marketing budget | _____ % |
| Non-sales staff in % of total marketing budget | _____ % |
| Expenditures for the sales staff in % of sales | \$ _____ |
| Expenditures for the non-sales staff in % of sales | \$ _____ |

Administrative organisation

The administration is done by _____. They will also produce the annual profit and loss account and balance sheet as well as file our tax return. [The day to day bookkeeping is done by computer.]

Contingency

In the event anything might occur that prevents *the director/the proprietor* to conduct *his/her* business the following persons will ensure the continuation of the company: _____

Information

[In the past chaotic and time consuming.] The restructuring of the various streams of data and the *daily/weekly/monthly* processing thereof has been done. This part of the business functions efficiently. All vital information is available when necessary.

Service and customer support

The handling of complaints is excellent. The final degree of service stabilized at an acceptable level.

Other

.....
