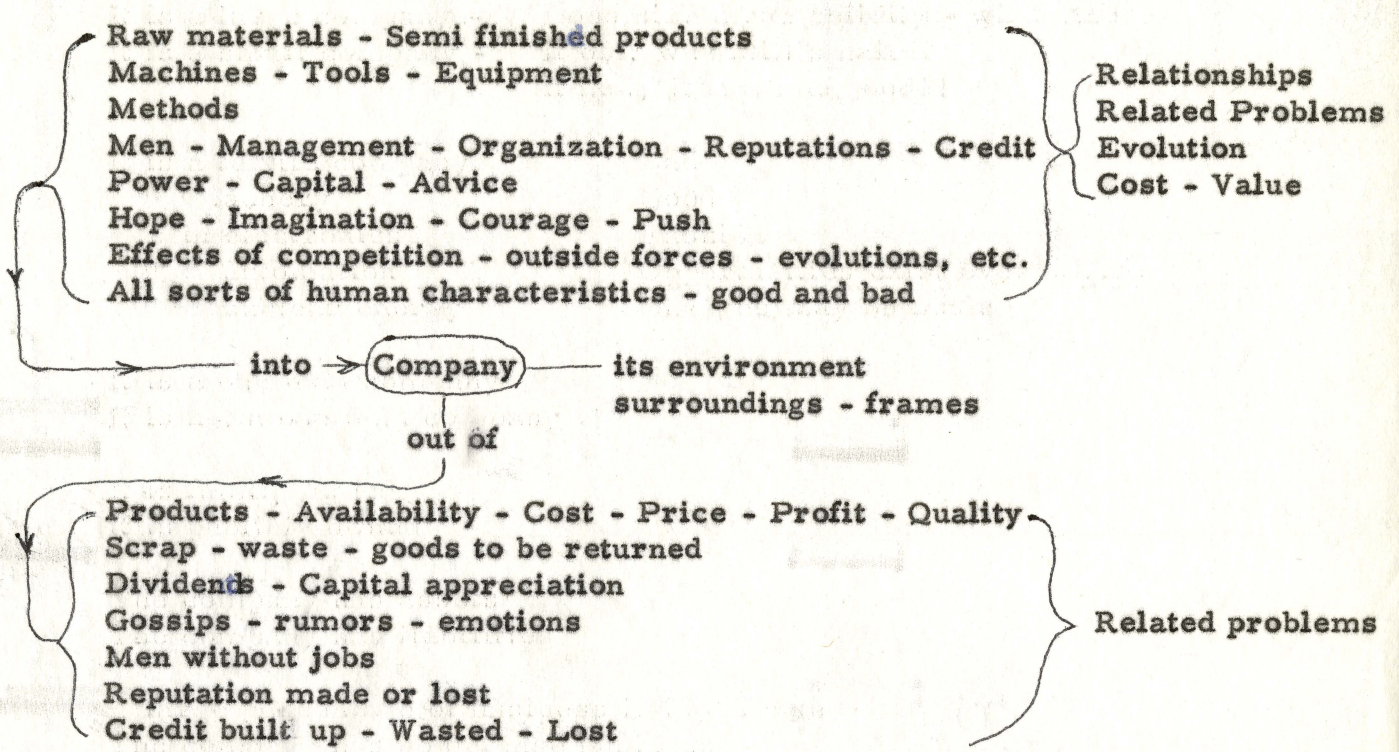
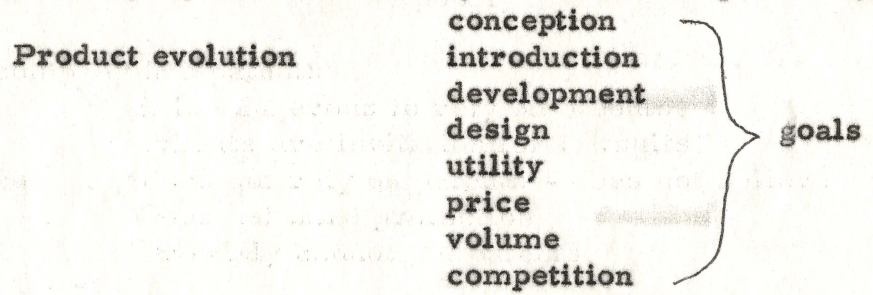


What is a Company? What is it like? (Relate to previous suggested description)  
Another way to think of a company is to imagine a boiler or a chemical reaction: relationship between what goes in and what comes out.



Suggested method of analyzing a Company or an Industry.  
Study of Company based on history - evolution of product (s).



Effects on product evolution - steps, decisions made in:  
Engineering  
Production facilities - Methods - Purchasing  
Marketing Methods - Sales  
Organization  
Finance

Evolution of above  
Reasons for changes  
Time of changes - Decisions  
Time required  
Degree of success - Profitability  
Effect on competitive ability  
Relative timing of decisions made  
in different functions or depts.

Proposed sequence - procedure  
Product  
Production facilities  
Sales - Merchandising - Advertising, etc.