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.

Raw materials - Semi finished products
Machines - Tools - Equipment
Methods
Men - Management - Organization - Reputations - Credit
Power - Capital - Advice
Hope - Imagination - Courage - Push
Effects of competition - outside forces - evolutions, etc.
All sorts of human characteristics - good and bad

into → Company its environment
surroundings - frames
out of

Products - Availability - Cost - Price - Profit - Quality - Scrap - waste - goods to be returned
Dividends - Capital appreciation
Gossips - rumors - emotions
Men without jobs
Reputation made or lost
Credit built up - Wasted - Lost

Related problems

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

Product evolution
conception
introduction
development
design
utility
price
volume
competition

goals

Yesterday → Today → Tomorrow

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.