

<<项目管理>>

图书基本信息

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## 内容概要

The business plan will state why the company is being formed, what it hopes it will achieve, and in what timescale, just like a project plan would. The plan will also lay out how the company will be structured in order to achieve its goals and objectives. In some cases the company will be starting up in business to manufacture a simple basic component to sell onto another company who will then use it in their own products. Alternatively, the business plan may describe a company that takes on the design and construction of very complex buildings, for example, nuclear power stations, hydroelectric dams, or even military aircraft. A company business plan is, or should be, a 'living' document reviewed on a regular basis by senior management. The company structure can change over a period of time to match any changes to the business plan. As discovered in Activity 1 above you most likely have perceived the world in hierarchical terms. Within companies and organisations of all types this approach has dominated. Over the years however a series of major building project catastrophes involving loss of life, high profile failed projects or projects that have gone significantly over budget has seen this "one best approach" method brought into question.

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