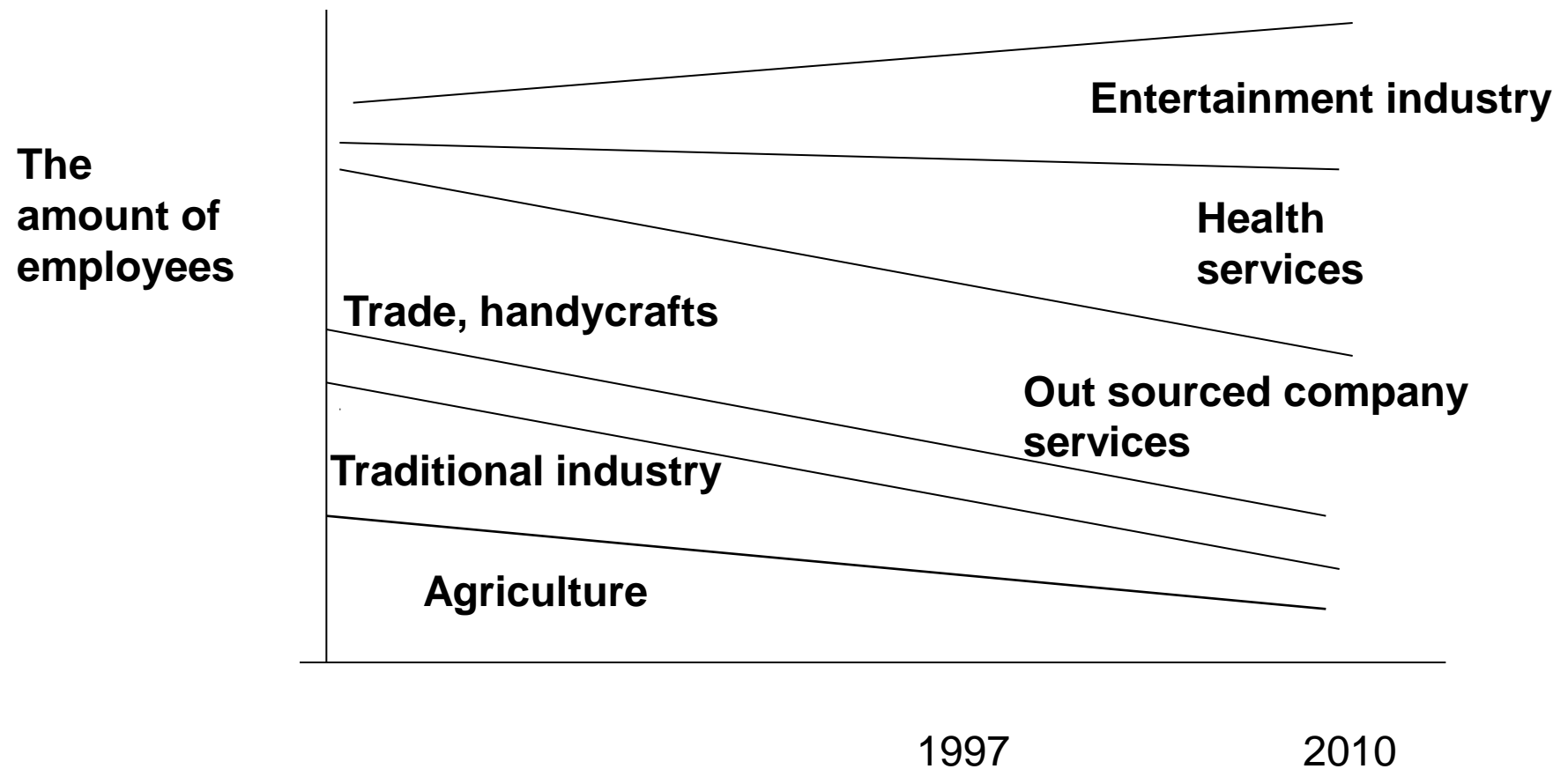


# The jobs will move to new sections



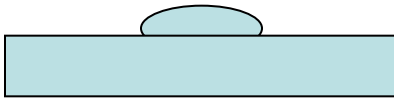
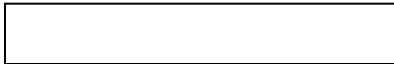
# Strategies

Old, existing

New, creative

Competite  
wise

The key factors of  
the benefit



Concentrate to strenghts  
and specialicing

Aggressive  
openings



Ask "why"

Avoid  
competing  
straight  
against

Relative advantage

Use the competitors  
weaknesses

Strategic Freedom

Maximice the clients  
advantage

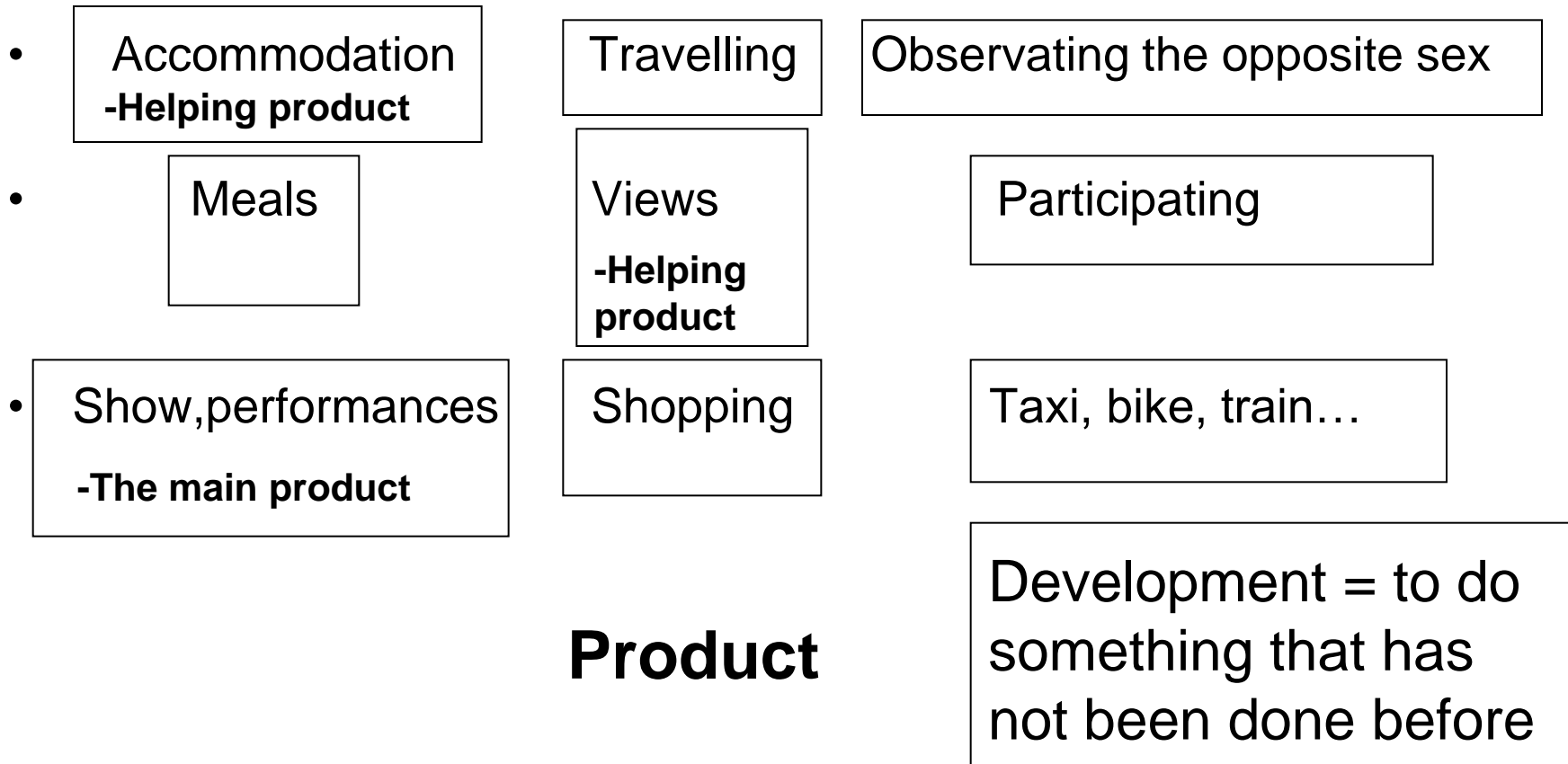
Four basic strategies

One idea every day keeps  
the bankruptcy away

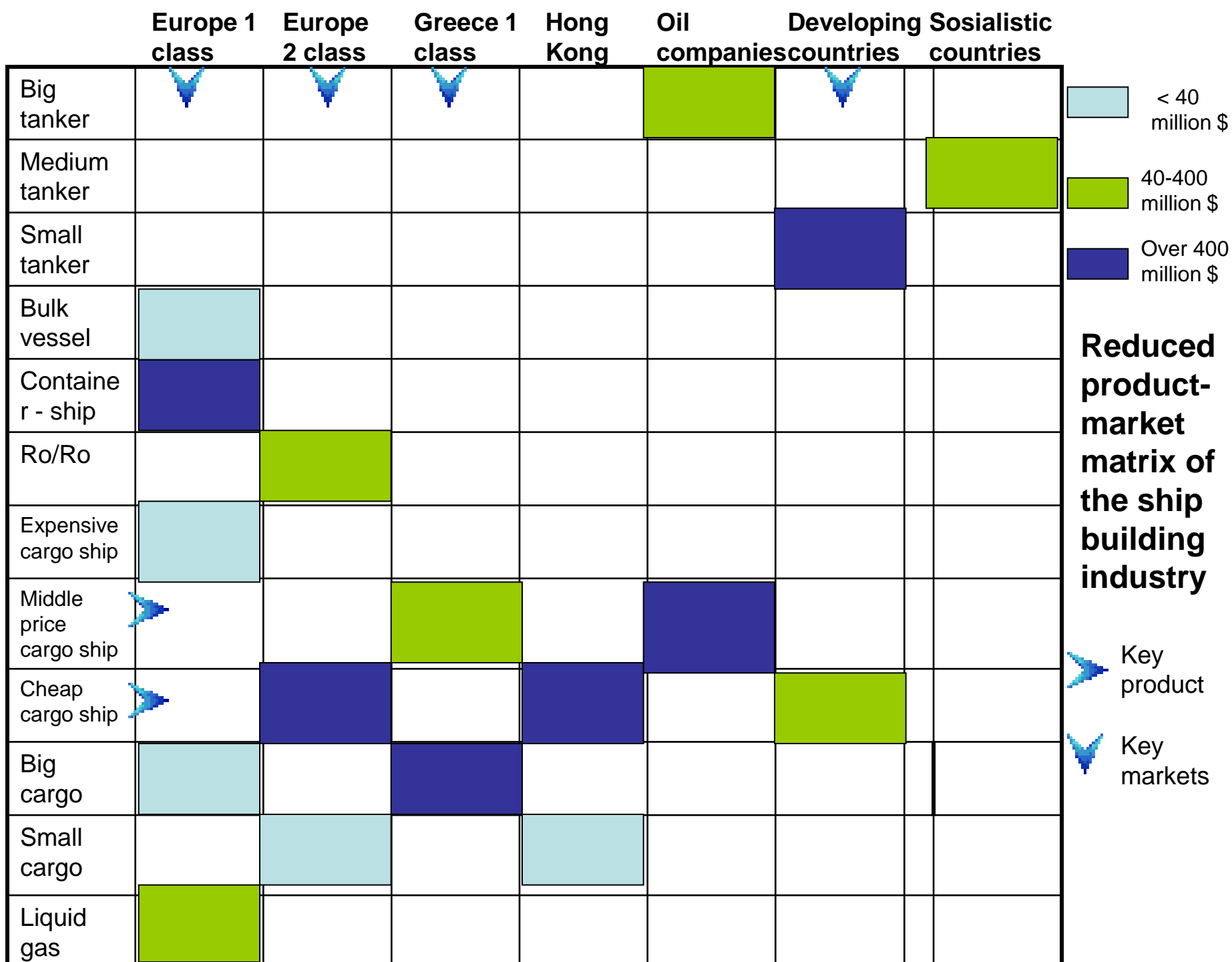
# The need of know-how changes

	<b>Farming</b> society	<b>Industrial</b> society	<b>Information</b> society
<b>Nature of work</b>	Physical	Routine	Thinking
<b>Machine</b>		Physical work	Communication
<b>The key factor to success</b>	Man power	Duration of the routine	To know how to ennoble and perform information
<b>Motive</b>	Staying alive	Money	Happiness, the fulfilment of oneself
<b>Infrastructure</b>	Forrest – warmth Field – bread Animals – meet Fountain - water	Trade Day nursery Old people’s home Place of work  Streets, roads	Computers, e-mail, answering machine, education, leadership
<b>Chief</b>	Yourself	The organizer  Inventor	Finding the motives, keeping the balance
<b>Family</b>	2+4+10	2+2	?

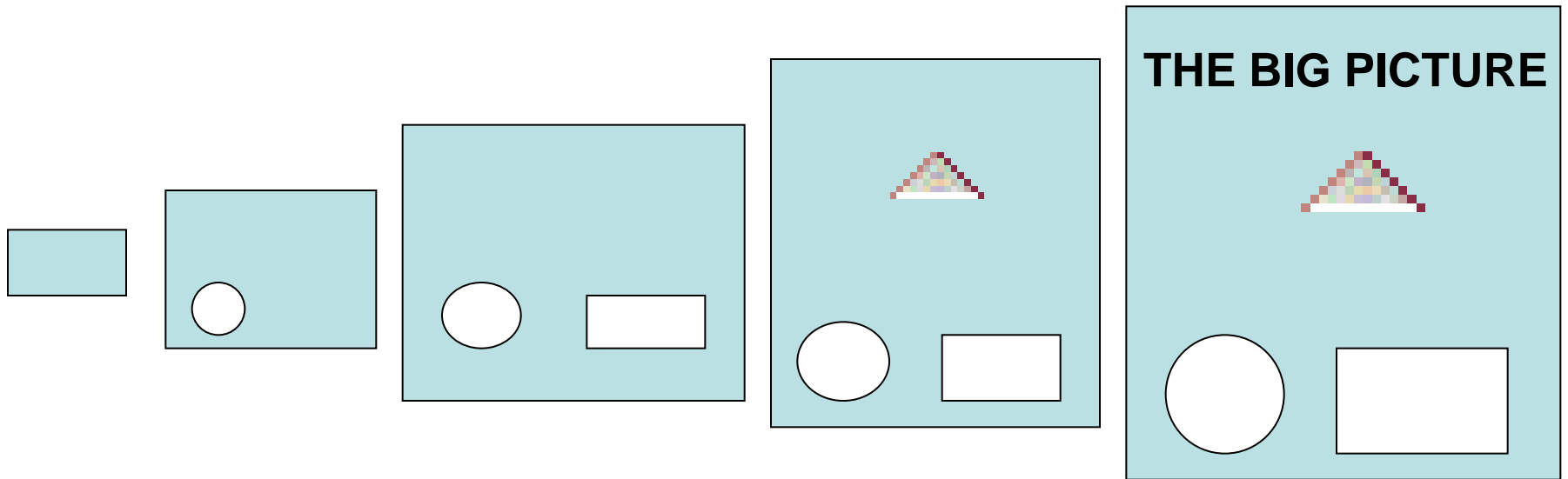
# Contents of the tourism and experience products



**The total product**



# One step by one to the goal



○ Factory Loft

□ Multifunction Hall

▲ Leisure Park