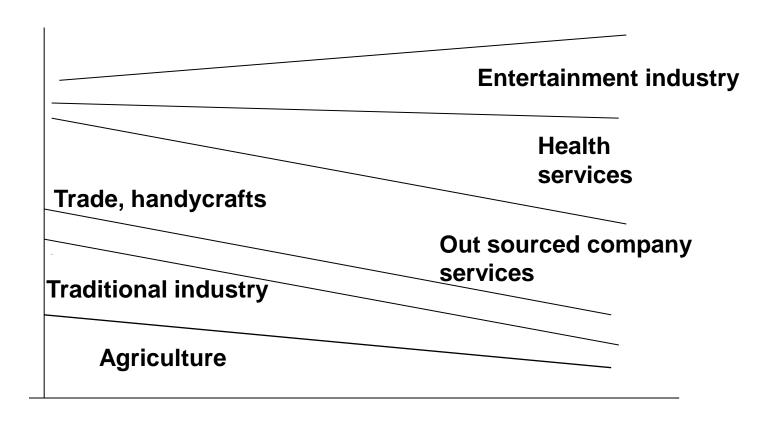
The jobs will move to new sections

The amount of employees



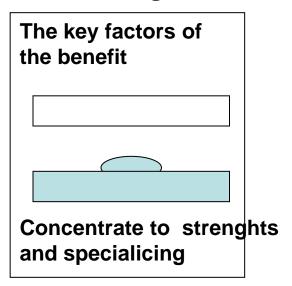
1997

2010

Strategies

Old, existing

Competite wise



Avoid competiting straight against

Relative advantage

Use the competitors weaknesses

Four basic strategies

New, creative

Aggressive openings	
Ask "why"	

Strategic Freedom

Maximice the clients advantage

One idea every day keeps the bankcruptcy away

The need of know-how changes

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

Contents of the tourism and experience products

Accommodation
 -Helping product

Meals

Show,performances

-The main product

Travelling

Views

-Helping product

Shopping

Observating the opposite sex

Participating

Taxi, bike, train...

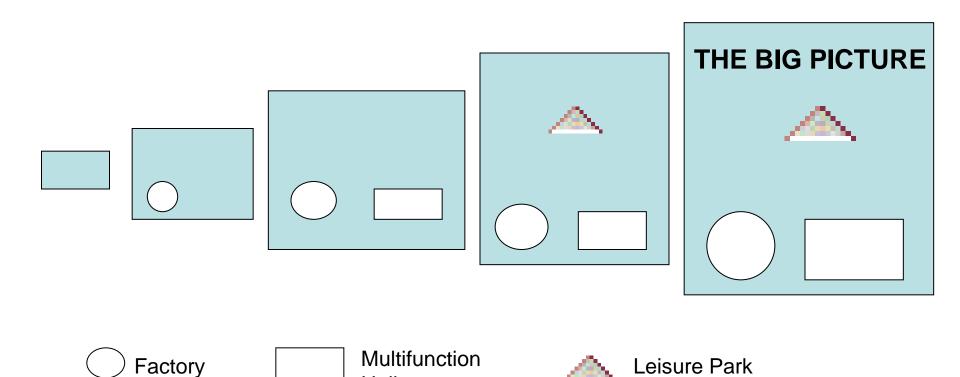
Product

Development = to do something that has not been done before

The total product

	Europe 1 class	Europe 2 class	Greece 1 class	Hong Kong	Oil companie	Developin scountries	g Sosialistic countries	_
Big tanker	V	V	V			V		< 40 million \$
Medium tanker								40-400 million \$
Small tanker								Over 400 million \$
Bulk vessel								Reduced
Containe r - ship								product- market
Ro/Ro								matrix of the ship
Expensive cargo ship								building
Middle price cargo ship								industry Key
Cheap cargo ship	>							product
Big cargo								Y Key markets
Small cargo								
Liquid gas		_						

One step by one to the goal



Hall

Loft

Leisure Park