

## BUSINESS MODEL AIDED MANAGEMENT (BMM)



**Motivation.** The engineers build simulation models of the physical systems to observe the behavior of the products they are designing. These models allow them to try alternative products functions to identify the ones that satisfy the customer requirements. A business model describes the rationale of how a firm creates and delivers value to earn money from its customers. Many managers do not have computerized business models that allow them to try alternative strategies to create value for their customers. Hence, they cannot identify the most effective strategy.

**Goals.** The program of business model aided management (BMM) is a set of activities directed to build a computerized business model of the firm. This model is presented as user friendly software that allows the manager to introduce alternative strategies to make money. This software simulates the behavior of the introduced strategy and shows its multiple effects. Note that a business model includes aggregated activities because it supports the strategic decisions. The detailed activities of the working procedures are included in other models that support the operational decisions.

**Program overview.** The BMM includes the activities in the shown flowchart. The employees of the firm are coached by our experts.

**Weaknesses of the current approaches.** Most approaches to make strategic planning include a set of steps but not a computerized business model. These approaches represent the business model using a sketch or a description. Hence, the manager

does not have a tool to simulate the behavior of a strategy he has conceived to expand the current business and see its multiple effects. In addition, this manager cannot easily conceive new strategies with the participation of the firm stakeholders and choose the most effective strategy.

**Advantages of our program.** Our program includes the construction of a computerized business model using qualitative expressions. The latter allows easy model building and modification by the manager. This is in contrast to available generic business models that use high level mathematics. In addition, the manager understands the logics and multiple effects of a strategy by following the cause-effect structures of the qualitative expressions.

