



12 :

❖ 학습 목표

- 1.
- 2.

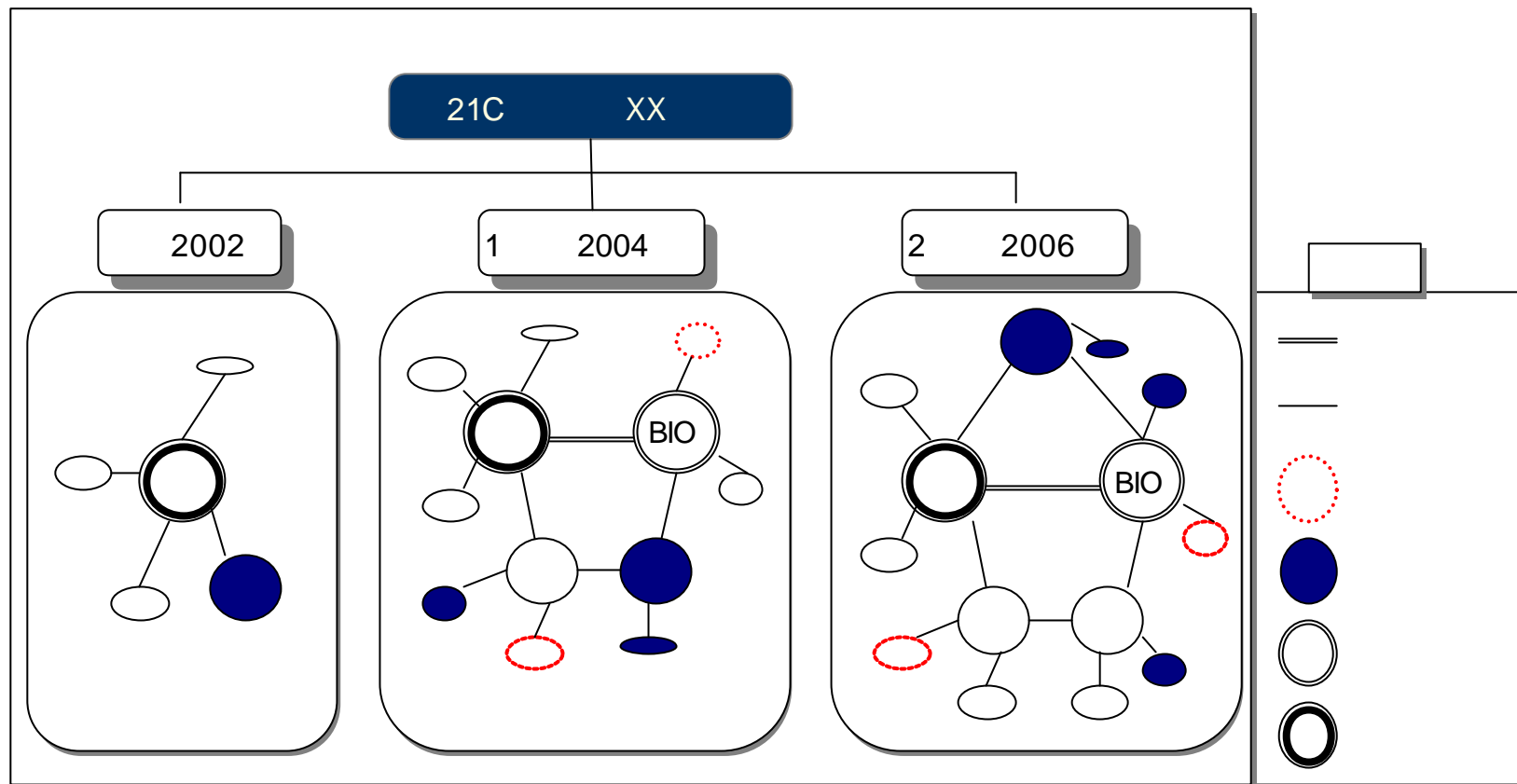
❖ 학습 내용

- 2.

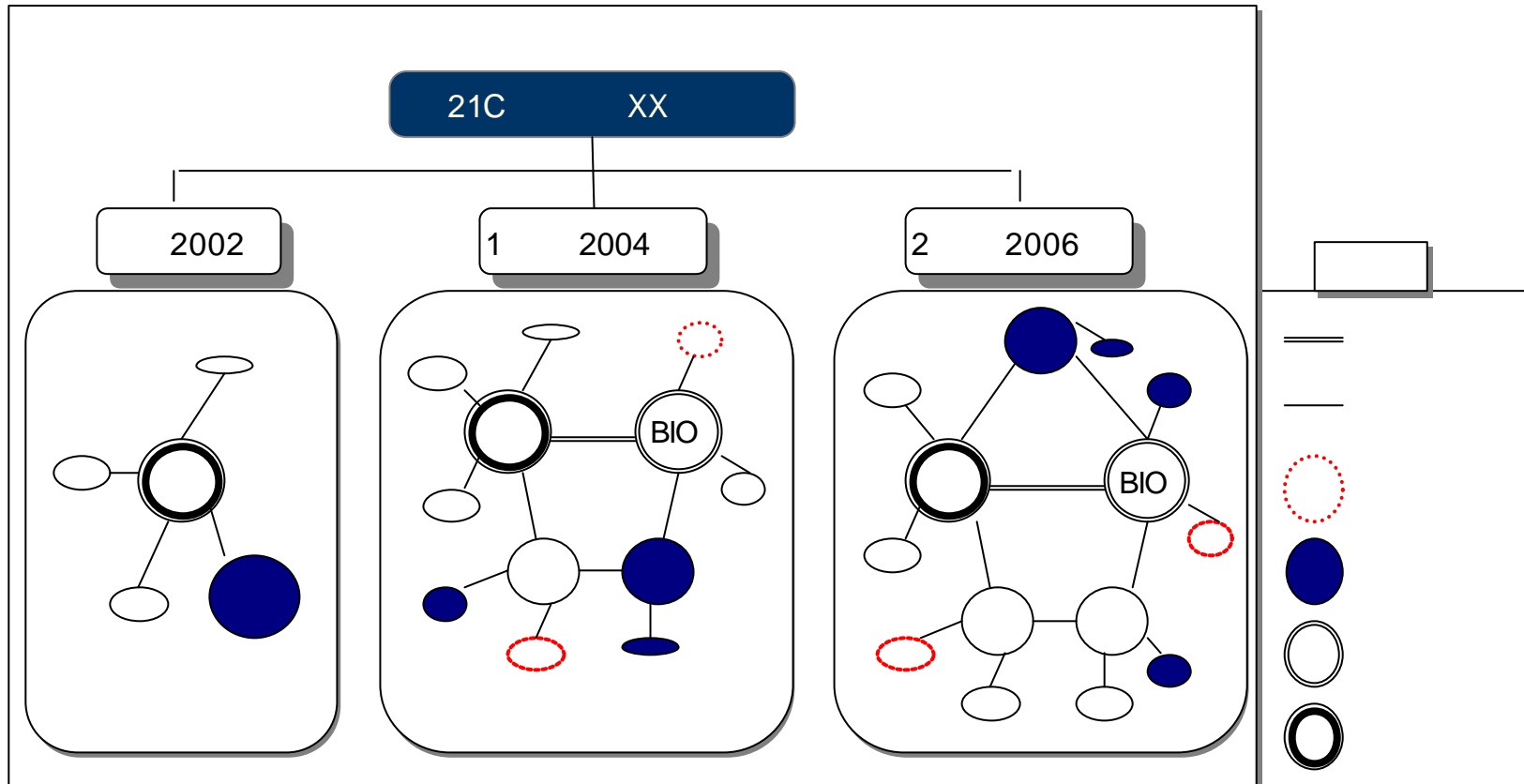
- 2-1.
- 2-2. SBU
- 2-3.
- 2-4.
- 2-5.
- 2-6.

1) Mapping

- _____ - - ,
-
- Workshop
- : Mapping, PPM(Product Portfolio Management)

Mapping 例

1) Mapping :



2)

- . : , , /
- : ,
- : (/) 가
- : (MS)

	SBU	.					
	1		9,000	20%	(02) (02)	100 500	1 1
	2						
	小 計						
	Xxx						1
	Xxx						2
	小 計						
合 計							

2.

2)

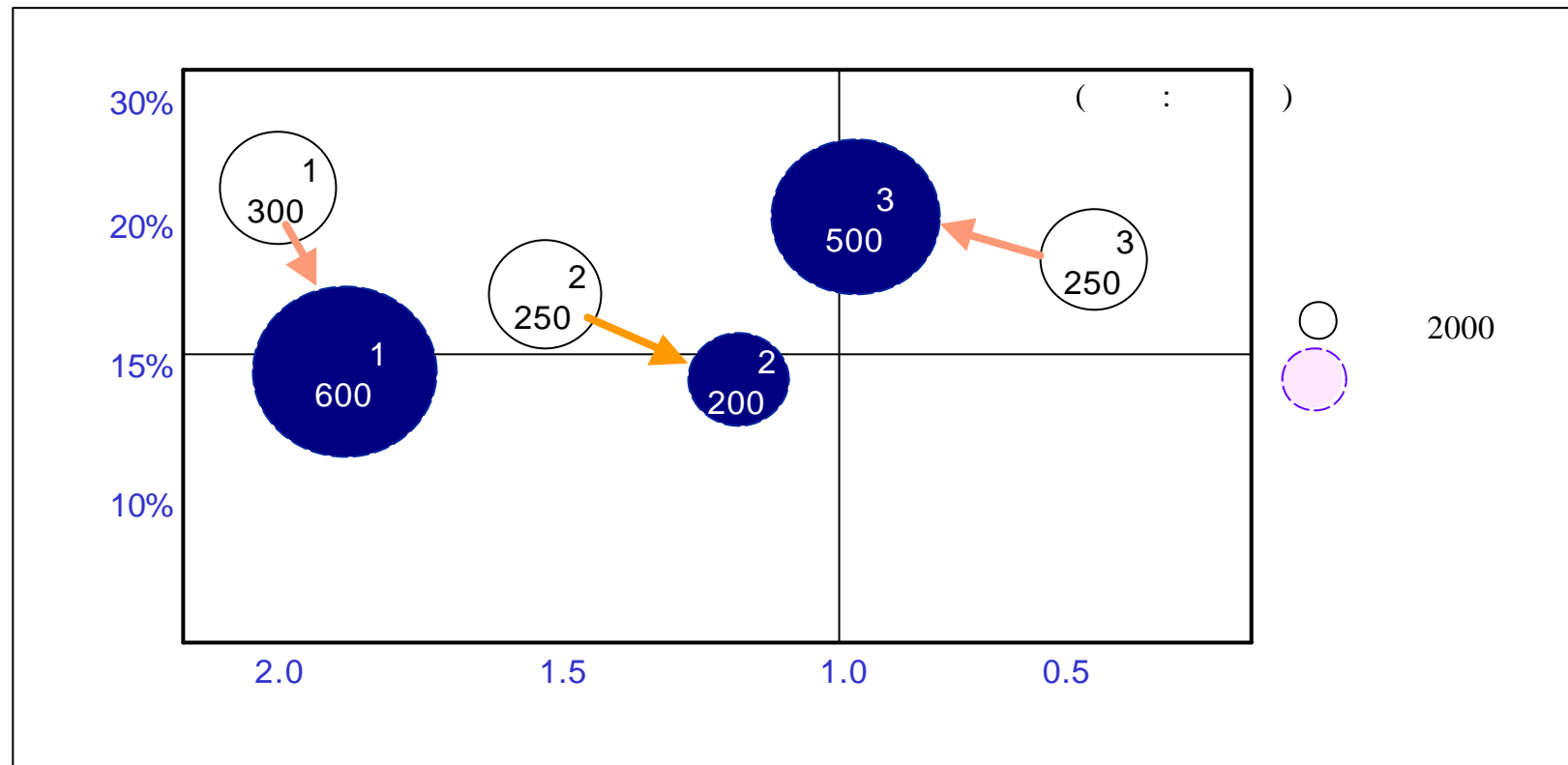
(: , %)

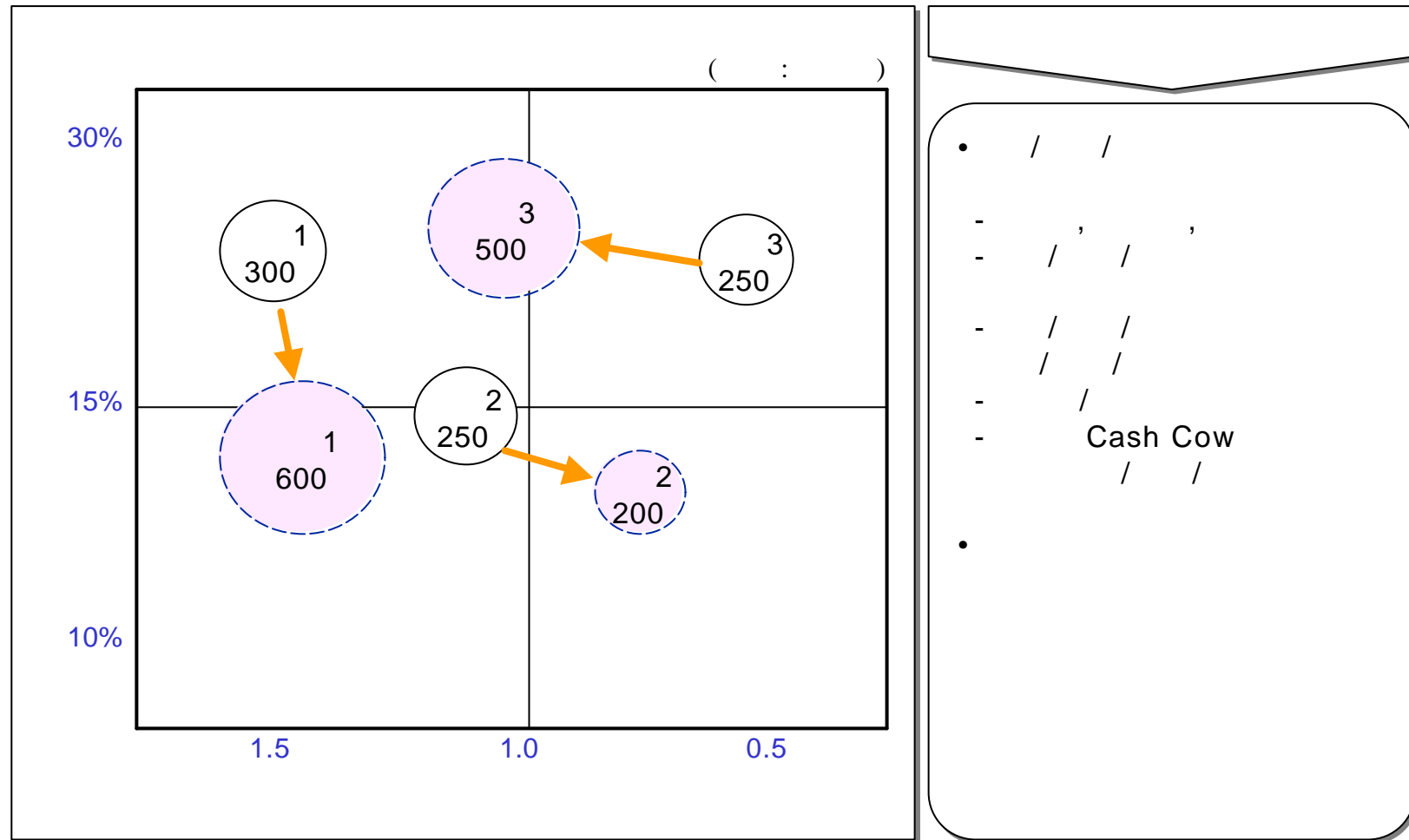
[illegible]

3) PPM (Product Portfolio Management)

PPM 例

- SBU
- BCG Matrix
- [PPM : Product Portfolio Management](#)



3) **PPM** (Product Portfolio Management) :

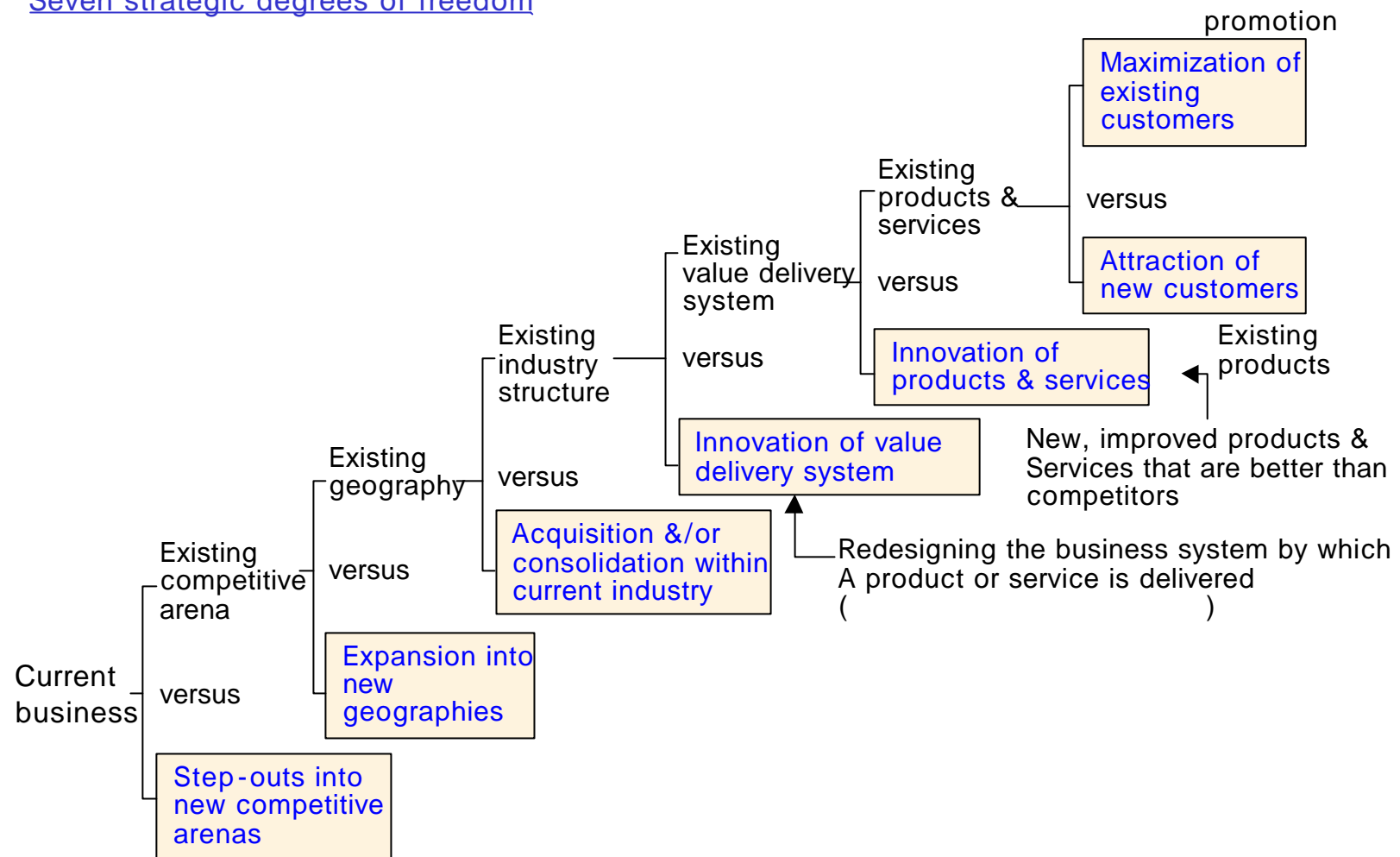
1)

- SBU
- : (%)
- / 가
- :
- : , ,
- / / Action Plan

例

SBU					
				2002	
	2002	2004	2006		
(%)					
(%)					
(%)					

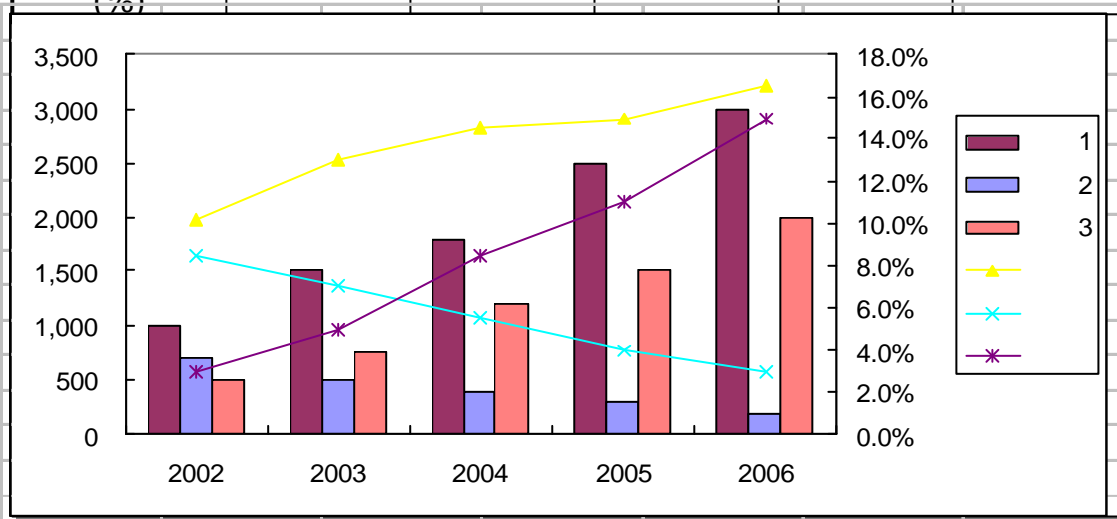
Seven strategic degrees of freedom



3) SBU 1

— 例

	2002	2003	2004	2005	2006
(%)					
	2002	2003	2004	2005	2006
1	1,000	1,500	1,800	2,500	3,000
2	700	500	400	300	200
3	500	750	1,200	1,500	2,000
(%)					
1	10.2%	13.0%	14.5%	15.0%	16.5%
2	8.5%	7.0%	5.5%	4.0%	3.0%
3	3.0%	5.0%	8.5%	11.0%	15.0%
(%)					



• 自社 SBU1
 - / /
 -
 •
 •
 •
 •
 / 自社

3) SBU 1

			2002	2003	2004	2005	2006
2005	-	xxxxxxxxxxxxxx					
1 (50%)	가	- R&D	←→	←→			
	/	-	←→	←→			
	/	- Venturing	←→	←→			
	/	-		←→			
	...	-		←→			
	- ...	-		←→			
	/	-		←→			
	...	-		←→			
		-		←→			
		-		←→			
		가					
		- . 가					

3) SBU 1

2002 - 例

	•		•		•
	•		•		•
	•		•		•
	•		•		•

Action Plan

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Break Time

✍ **Professional Ability**

✍ **Loyalty On Organization**

✍ **Continuous Self-Development**

Become the one the others copy!!