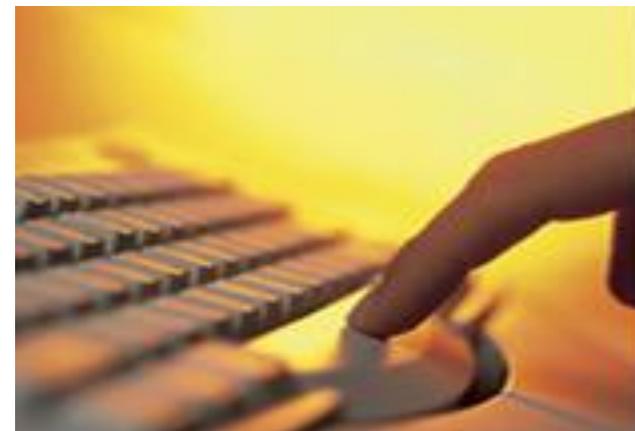


Dr Morača Slobodan

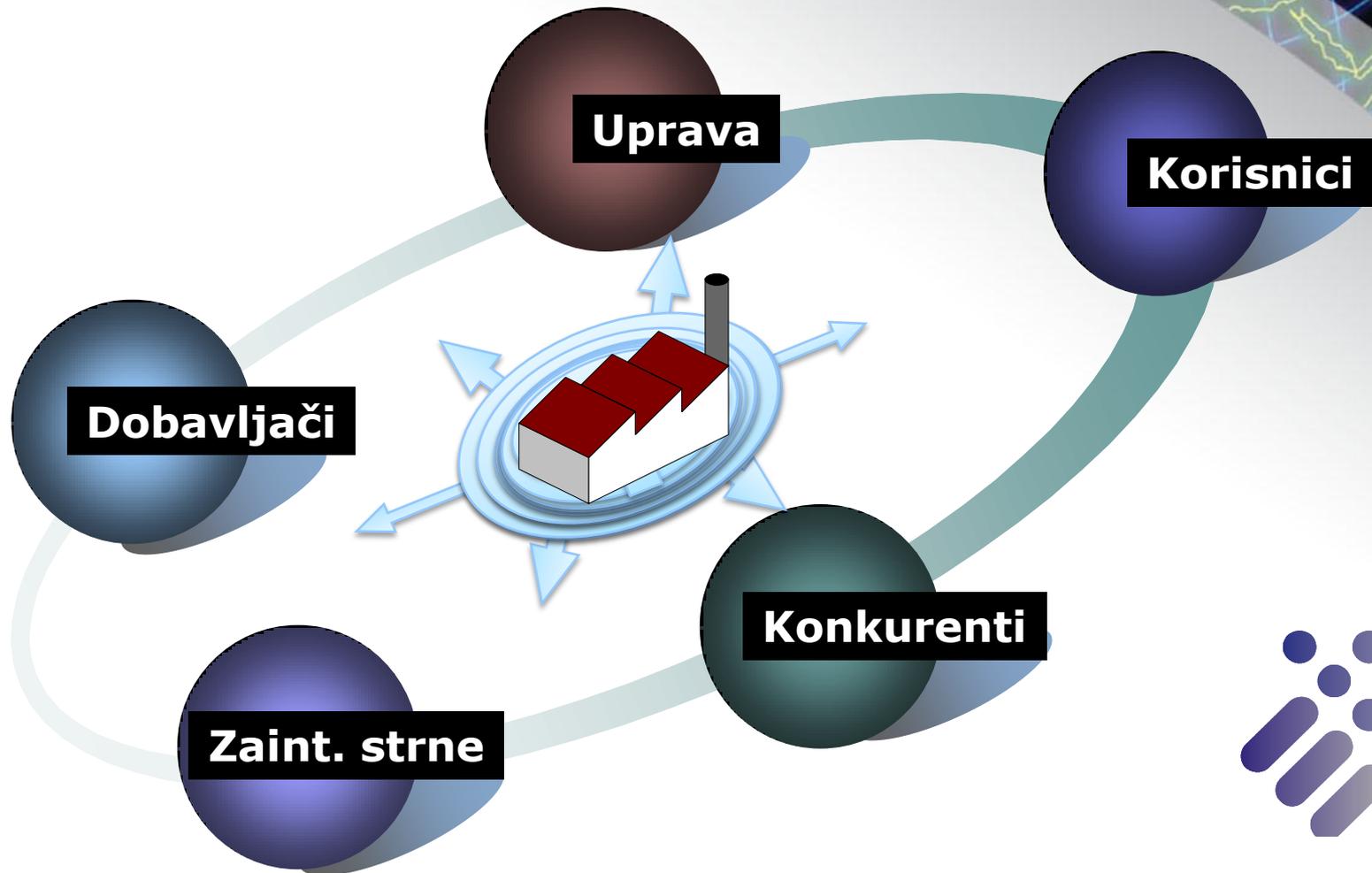


Industrijski klaster Vojvodine



Aiming for innovation

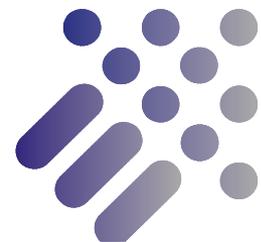
Okruženje preduzeća



Efekti globalizacije



- Pokretljivost investicija
- Tržišta koja se brzo menjaju, prilagođavanje pojedinačnom kupcu, fleksibilna proizvodnja, smanjenje indirektnih troškova, angažovanje spoljašnjih resursa ...
- Napredne telekomunikacije i protok informacija, transportni sistemi





**Najveća opasnost na današnjoj
burnoj poslovnoj sceni je delovati
jučerašnjom logikom.**

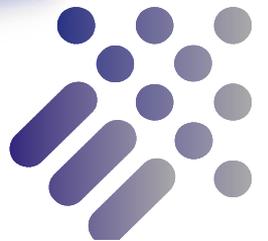
Peter Drucker



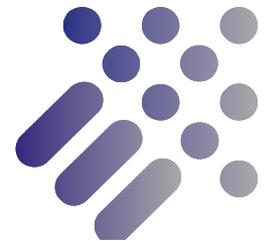
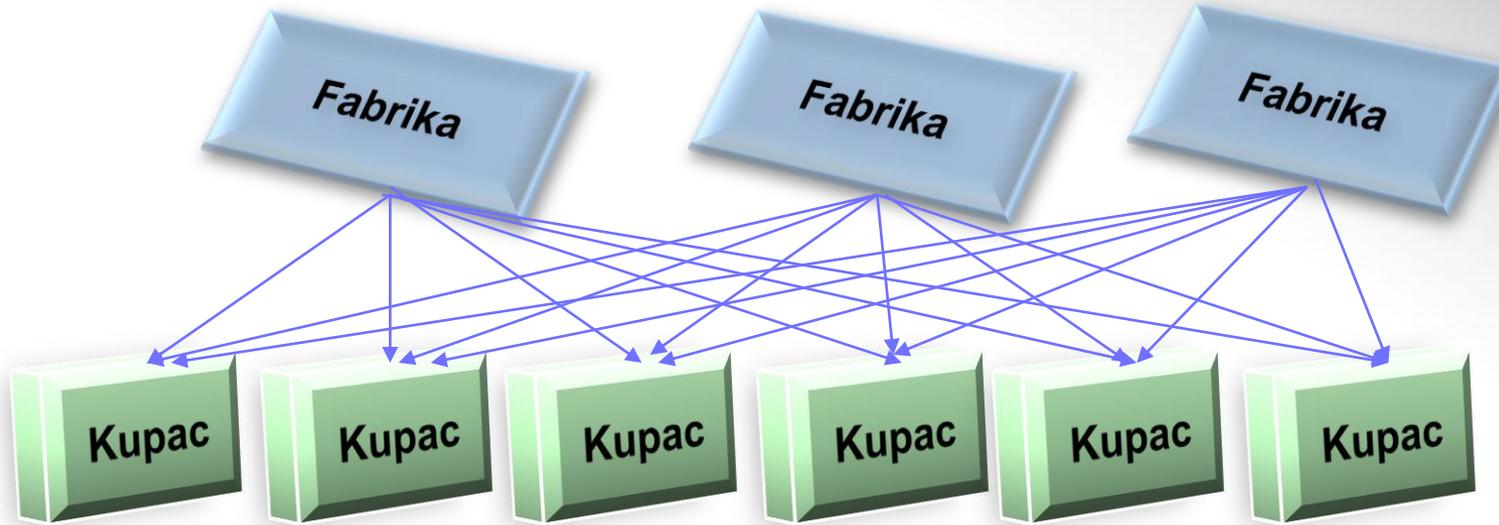
OSNOVNA PITANJA

- Kako stvoriti VREDNOST za korisnika i za organizaciju?
- Kada i kako da izmestimo funkciju/proces u drugo preduzeće?

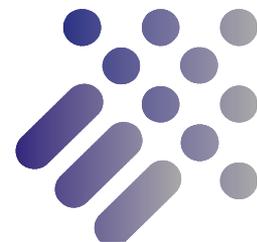
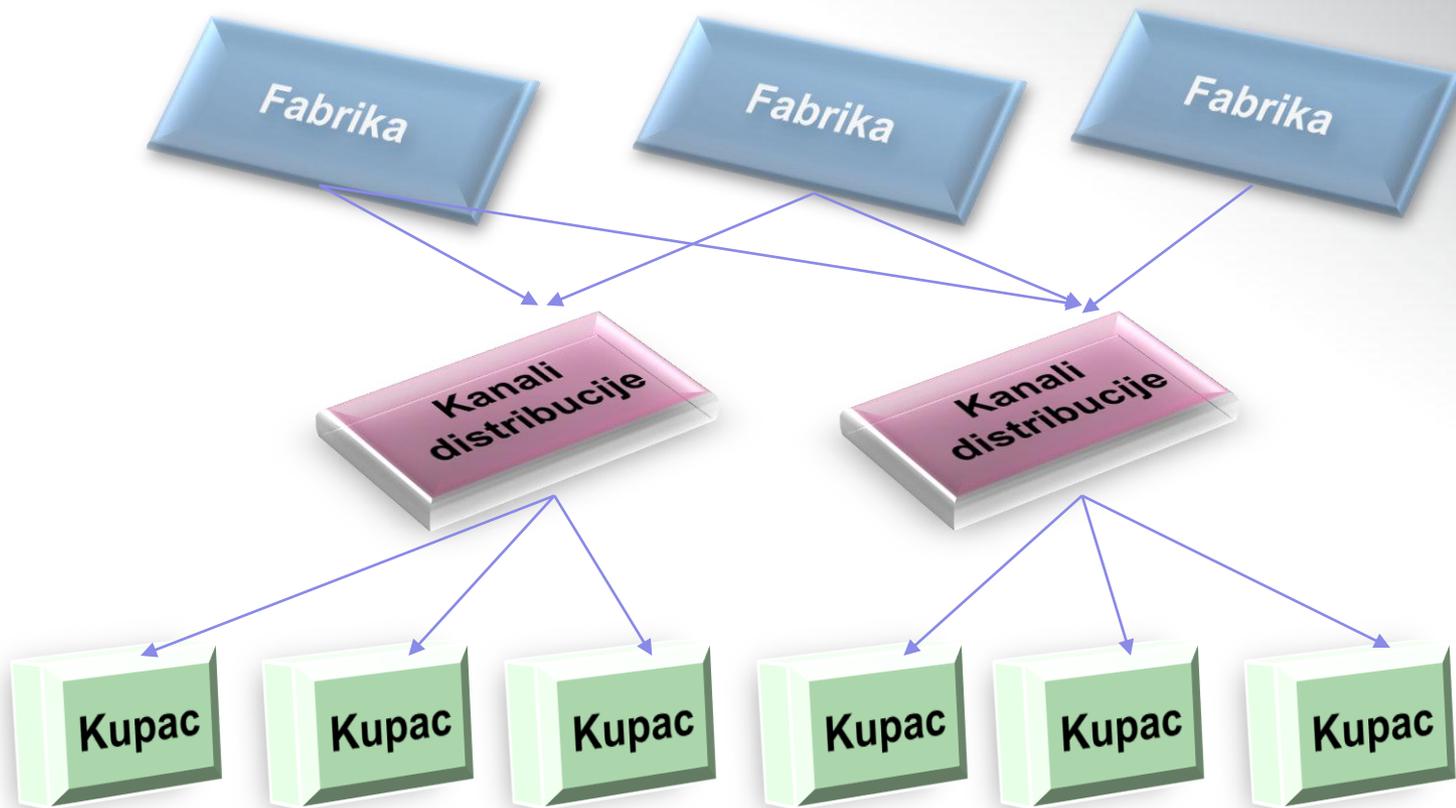
Dve osnovne poslovne strategije:
Prednost ostvarena putem kontrole troškova
i konkurentska prednost kroz inovacije



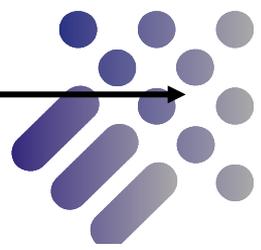
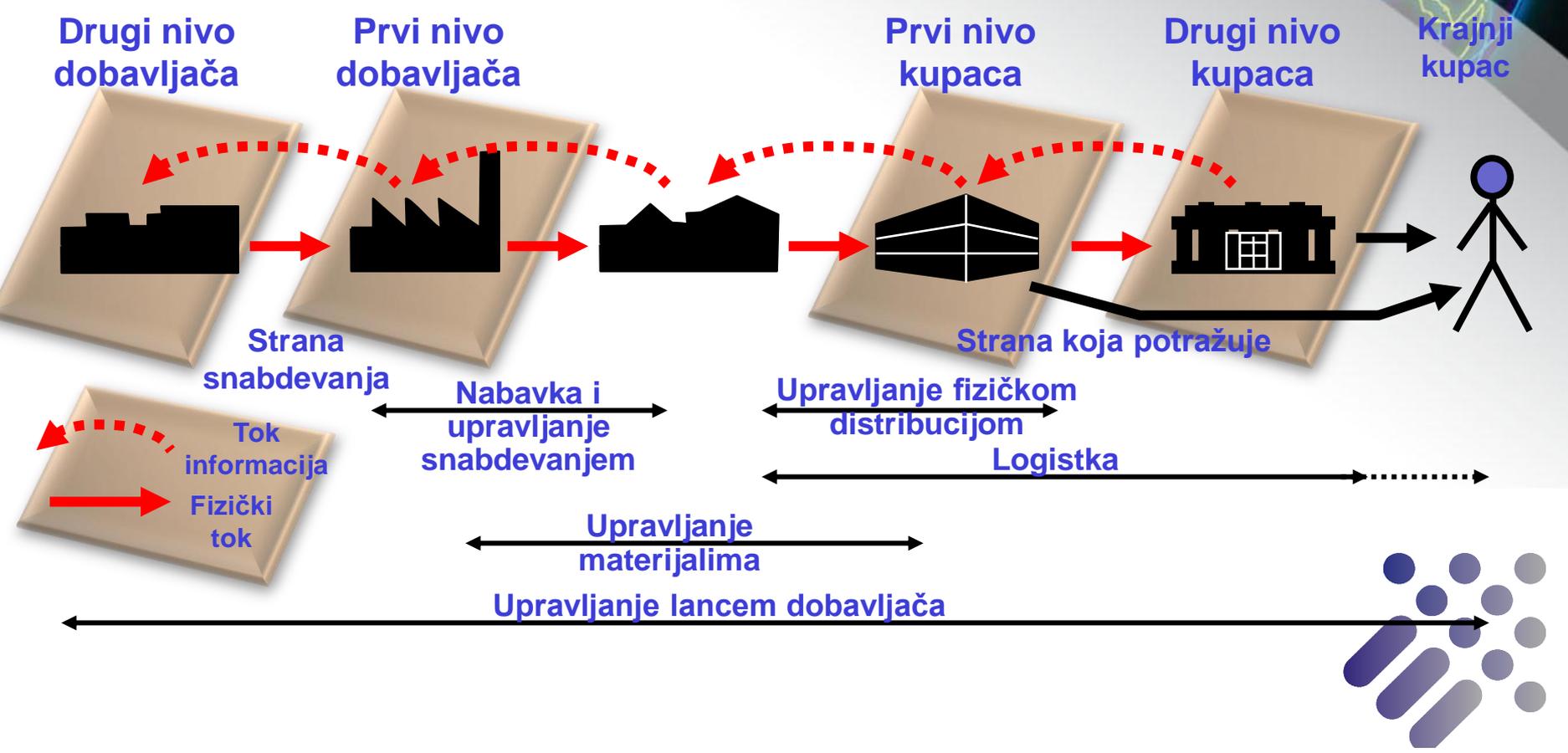
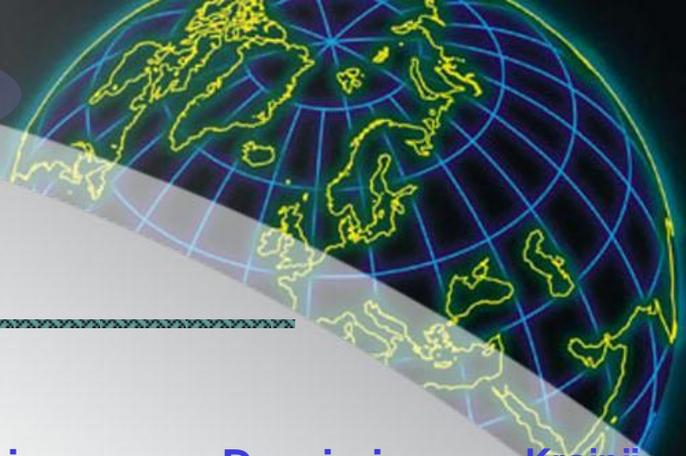
Modeli poslovanja



Modeli poslovanja



Lanac dobavljača

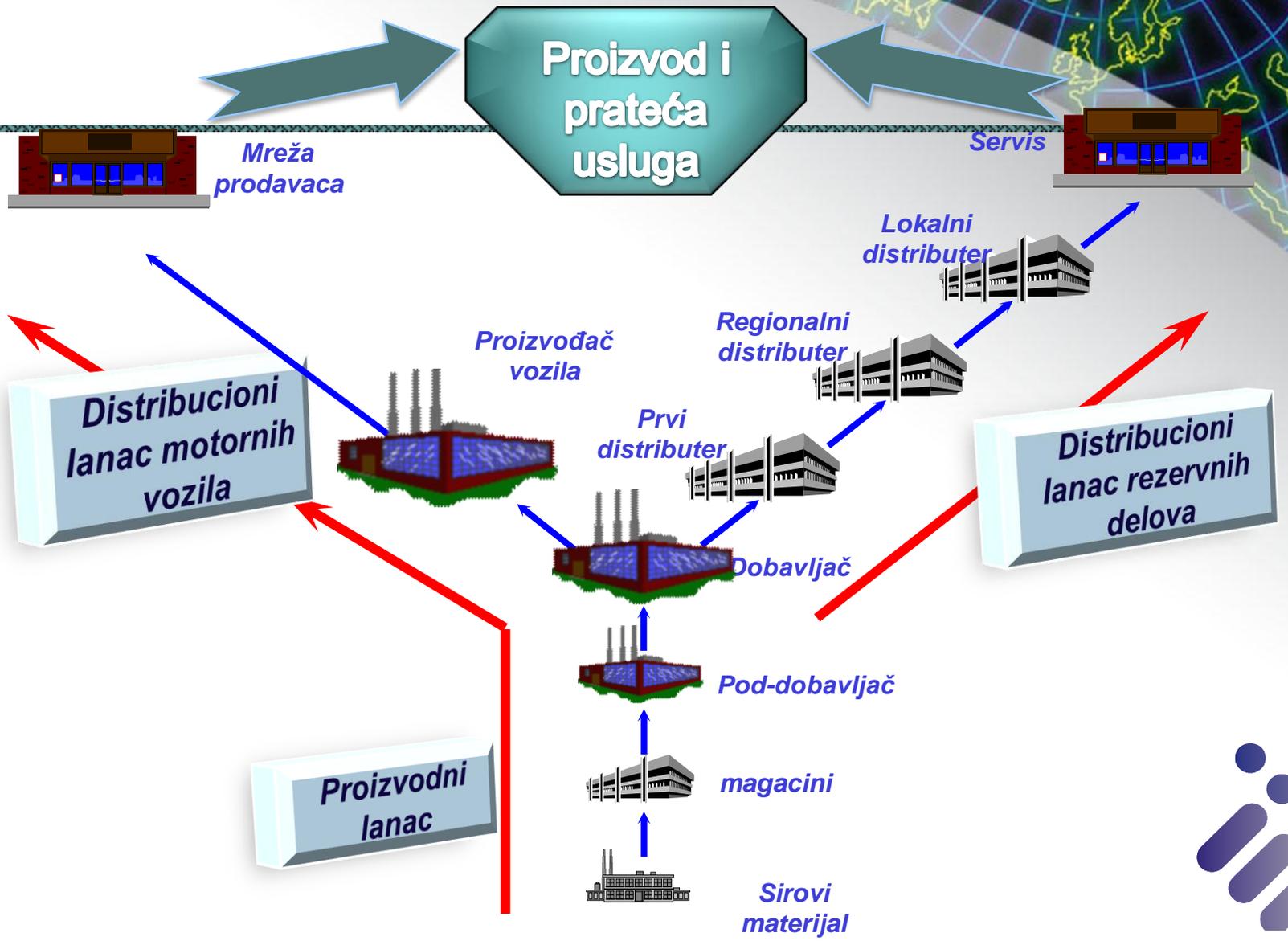


Lanac VREDNOSTI

Obuhvata SVE aktivnosti koje stvaraju novu vrednost i proteže se kroz sve organizacije koje stoje u određenoj međusobnoj relaciji



Grane lanca dobavljača

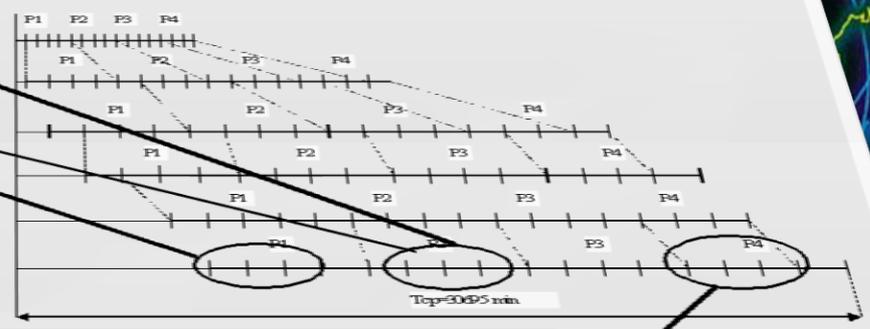


Način povezivanja preduzeća



| Ned. | Varijanta | Učesnik | Prospekt | Etiketa | Katalog | Prospekt | Etiketa | Katalog | Prospekt | Etiketa | Katalog |
|------|-----------|---------|----------|---------|---------|----------|---------|---------|----------|---------|---------|
| 1. | 10p1 B | 6p1 | 30p1 A | 10k1 B | 6k1 | 30k1 A | 10p1 B | 6p1 | 30p1 C | 10k1 C | 6k1 |
| 2. | 12k1 B | 8k1 | 34k1 A | 12k1 B | 8k1 | 34k1 A | 12p1 C | 8p1 | 34p1 C | 12k1 C | 8k1 |
| 3. | 8e1 B | 5e1 B | 28e1 A | 12k1 A | 16e1 B | 28e1 A | 10p2 C | 6p2 | 4p2 C | 2k1 C | 2k1 C |
| 4. | 10p2 B | 6p2 B | 29p2 A | 10p2 B | 10p2 C | 29p2 A | 10p2 C | 10p2 C | 4p2 C | 1p2 C | 1p2 C |
| 5. | 12k2 B | 8k2 B | 34k2 A | 10p2 B | 7k1 C | 9k1 C | 8k2 C | 7k2 C | 8k2 C | 7k2 C | 7k2 C |
| 6. | 7e2 B | 5e2 B | 24e2 A | 10e2 A | 13e2 B | 7k1 C | 9k1 C | 1e2 C | 1e2 C | 1e2 C | 1e2 C |
| 7. | 10p3 B | 6p3 B | 29p3 A | 10p3 B | 10p3 C | 29p3 A | 20p3 C | 4p3 C | 4p3 C | 1p3 C | 1p3 C |
| 8. | 10k3 B | 6k3 B | 28k3 A | 14k3 B | 6k3 | 8k3 C | 6k3 C | 1k3 C | 1k3 C | 1k3 C | 1k3 C |
| 9. | 7e3 B | 4e2 B | 24e3 A | 10e3 A | 13e3 B | 6k3 C | 8k3 C | 1e3 C | 1e3 C | 1e3 C | 1e3 C |
| 10. | | | | | | | | | | | |
| 11. | | | | | | | | | | | |
| 12. | | | | | | | | | | | |
| 13. | | | | | | | | | | | |

LEGENDA: Br radnih sati u nedelji Proizvodi: p - prospekt e - etiketa k - katalog Serije: p1 p2 p3 Učesnici: A B C
 primer: 30p1 A - 30h u nedelji na prvoj seriji prospekta radi učesnik A



Production plan of Firm

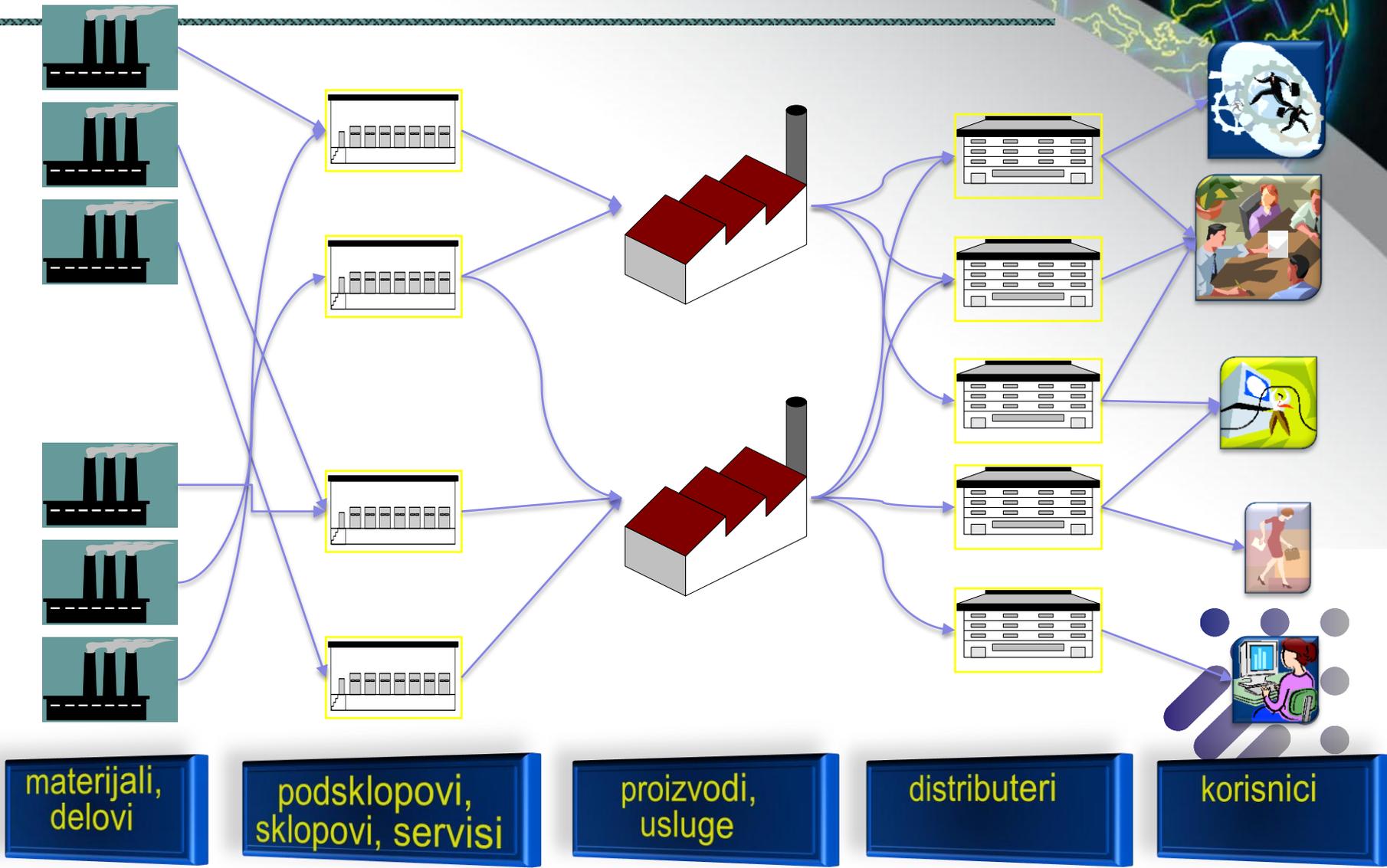
Production plan of Firm

| Ativnosti | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | | |
|-----------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|--|--|--|
| P1 (CP1) | X | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P2 (CP2) | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P3 (CP1) | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P4 (CP1) | | | | | X | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P1 (CP2) | | X | X | | X | X | X | | | | | | X | X | | | | | | | | | | | | | | | | | | | | |
| P2 (CP2) | X | X | | X | X | X | X | | | | | X | X | X | X | | | | | | | | | | | | | | | | | | | |
| P3 (CP2) | | | | | | | | | | | | | X | X | X | X | | | | | | | | | | | | | | | | | | |
| P4 (CP2) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P1 (CP3) | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P2 (CP3) | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P3 (CP3) | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P4 (CP3) | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P1 (CP4) | X | X | | X | X | | | | | | | | X | X | | | | | | | | | | | | | | | | | | | | |
| P2 (CP4) | | | | | X | X | | | | | | X | X | X | X | | | | | | | | | | | | | | | | | | | |
| P3 (CP4) | | | | | | | | | | | | X | X | X | X | | | | | | | | | | | | | | | | | | | |
| P4 (CP4) - loop | C | | | C | C | C | C | | | | | C | C | C | C | | | | | | | | | | | | | | | | | | | |
| P3 (CP5) | | | | | | | | | | | | | X | X | | | | | | | | | | | | | | | | | | | | |
| P1 (CP6) | | | | X | X | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P2 (CP6) | | | | | | | X | | | | | X | X | X | X | | | | | | | | | | | | | | | | | | | |
| P3 (CP6) | | | | | | | | | | | | X | X | X | X | | | | | | | | | | | | | | | | | | | |
| P4 (CP6) | | | | | | | | | | | | X | X | X | X | | | | | | | | | | | | | | | | | | | |
| P4 (CP7) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P1 (CP8) | | | | | X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P2 (CP8) | | | | | | | | | | | | | | | X | | | | | | | | | | | | | | | | | | | |
| P3 (CP8) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P4 (CP8) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

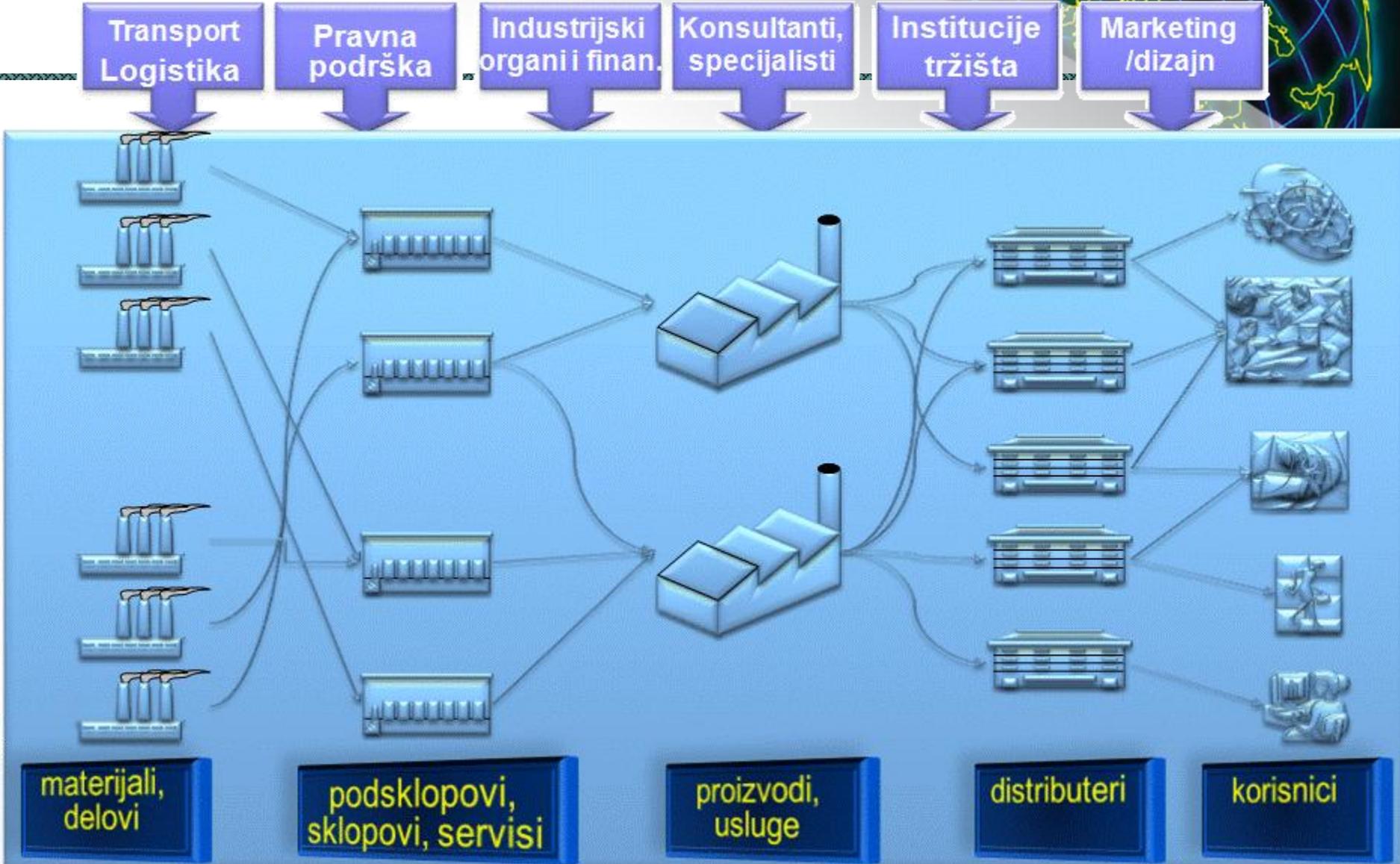
Production plan of Firm

Picture 1. Integration of production plans

Prirodna mreža

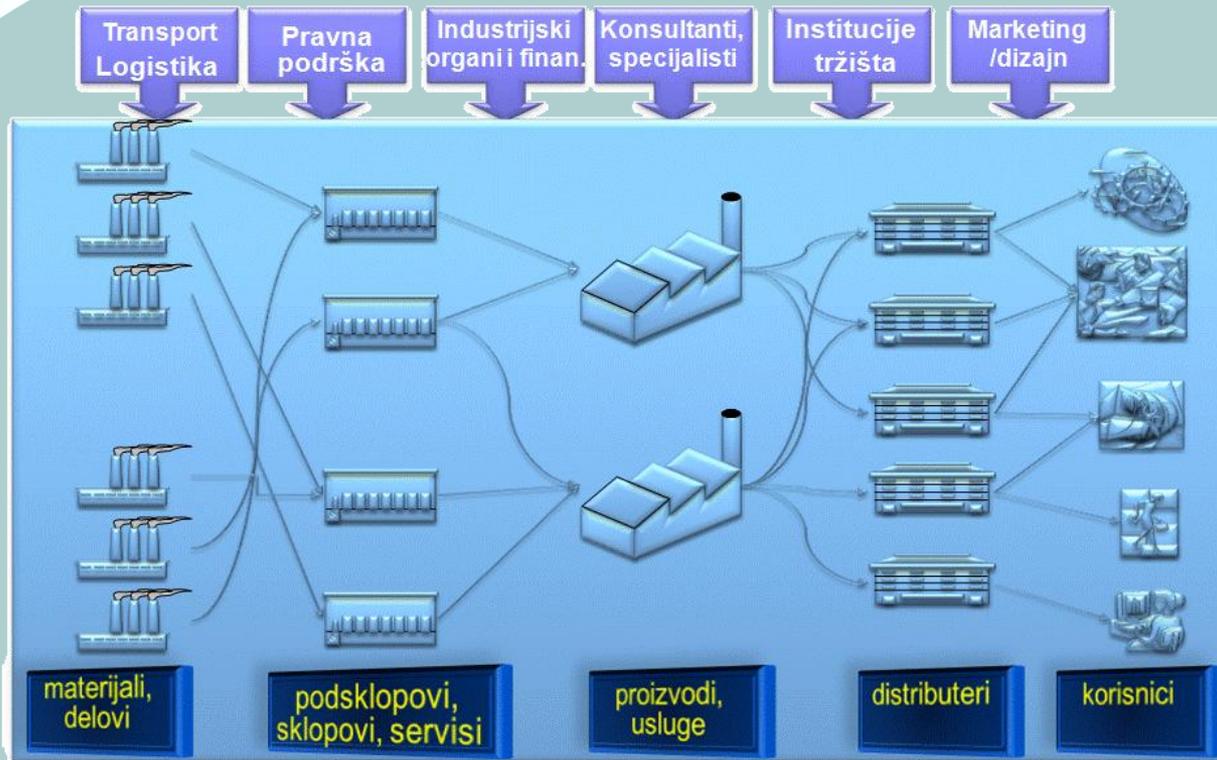


Poslovna mrež





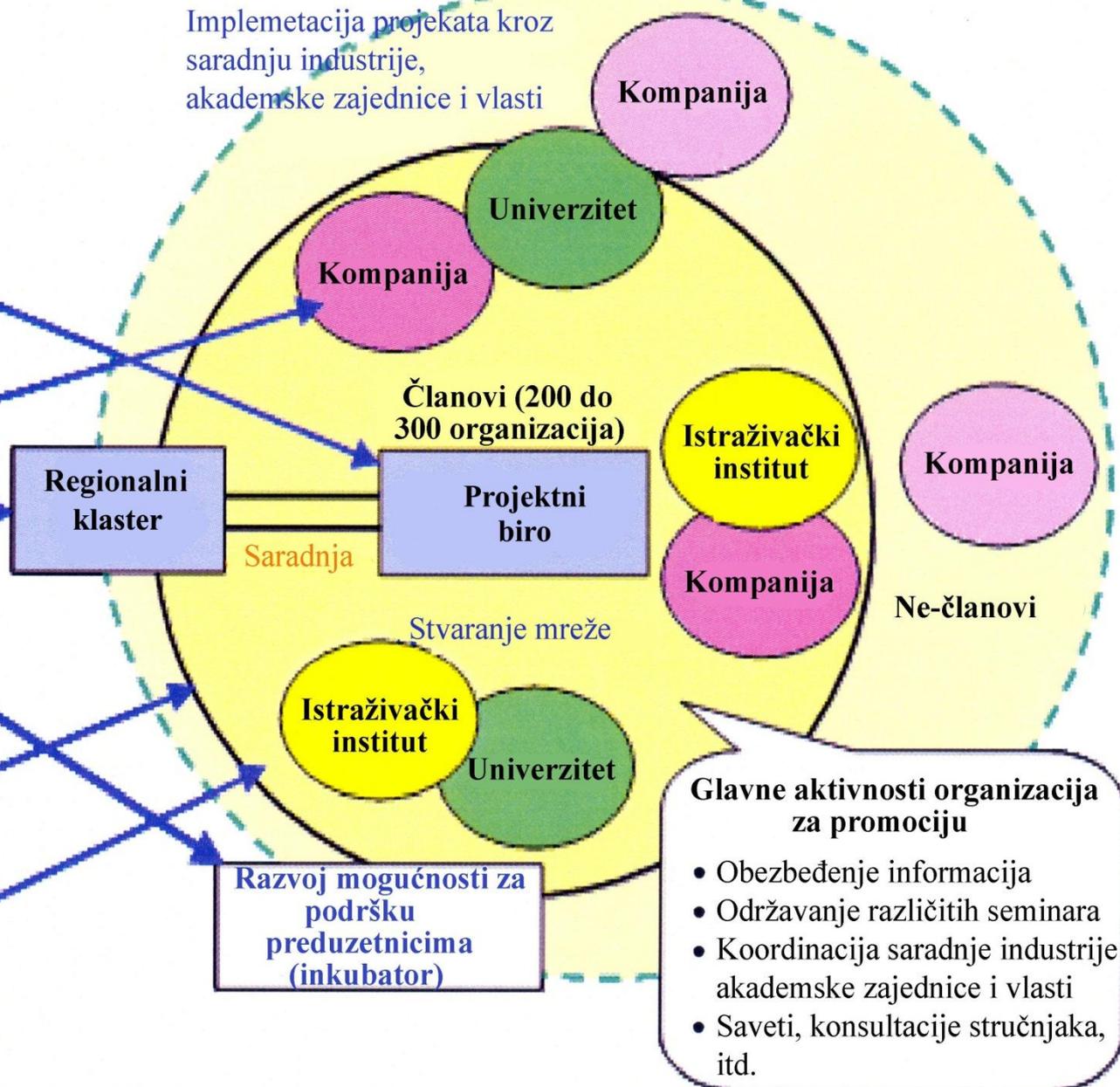
INSTITUCIJE

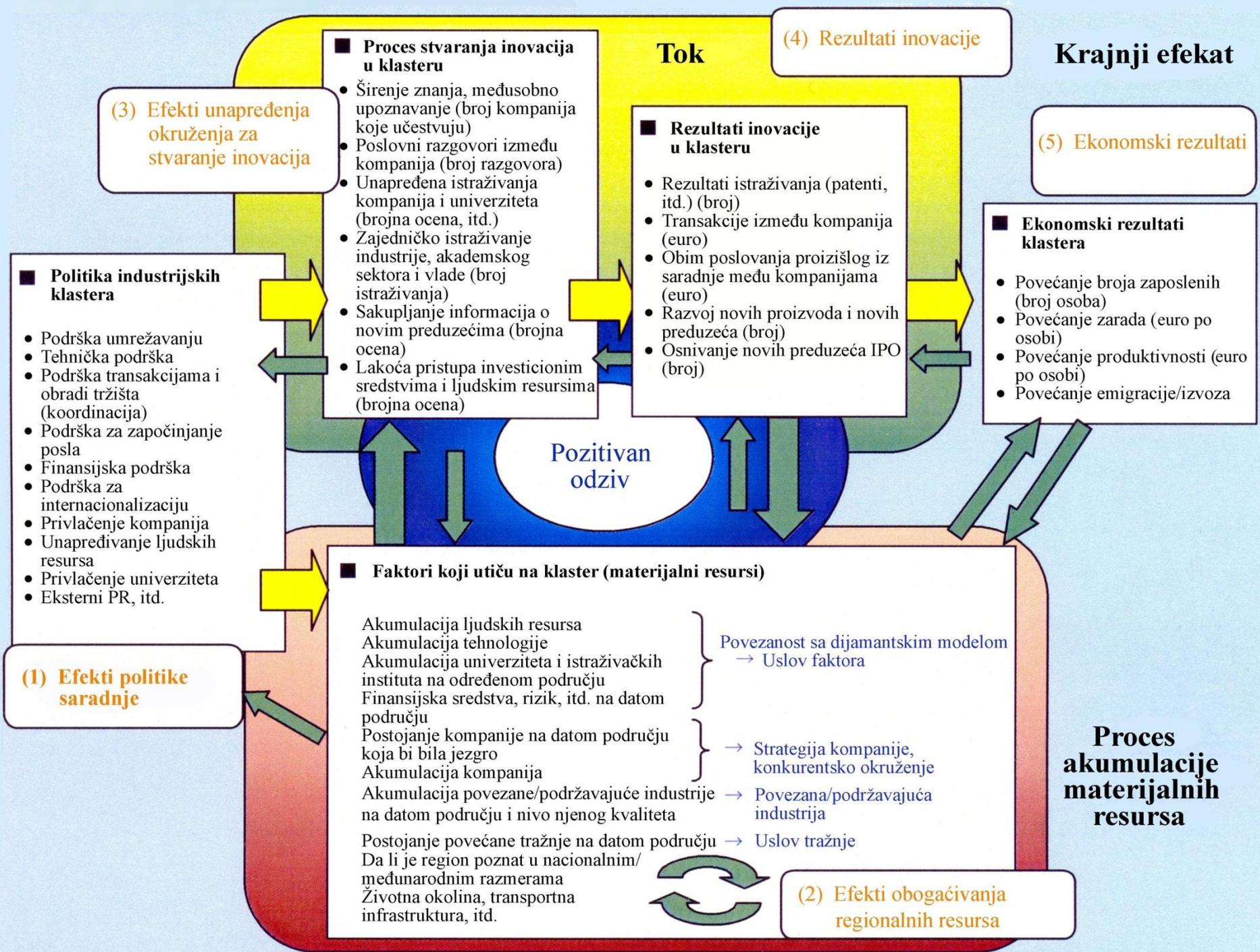


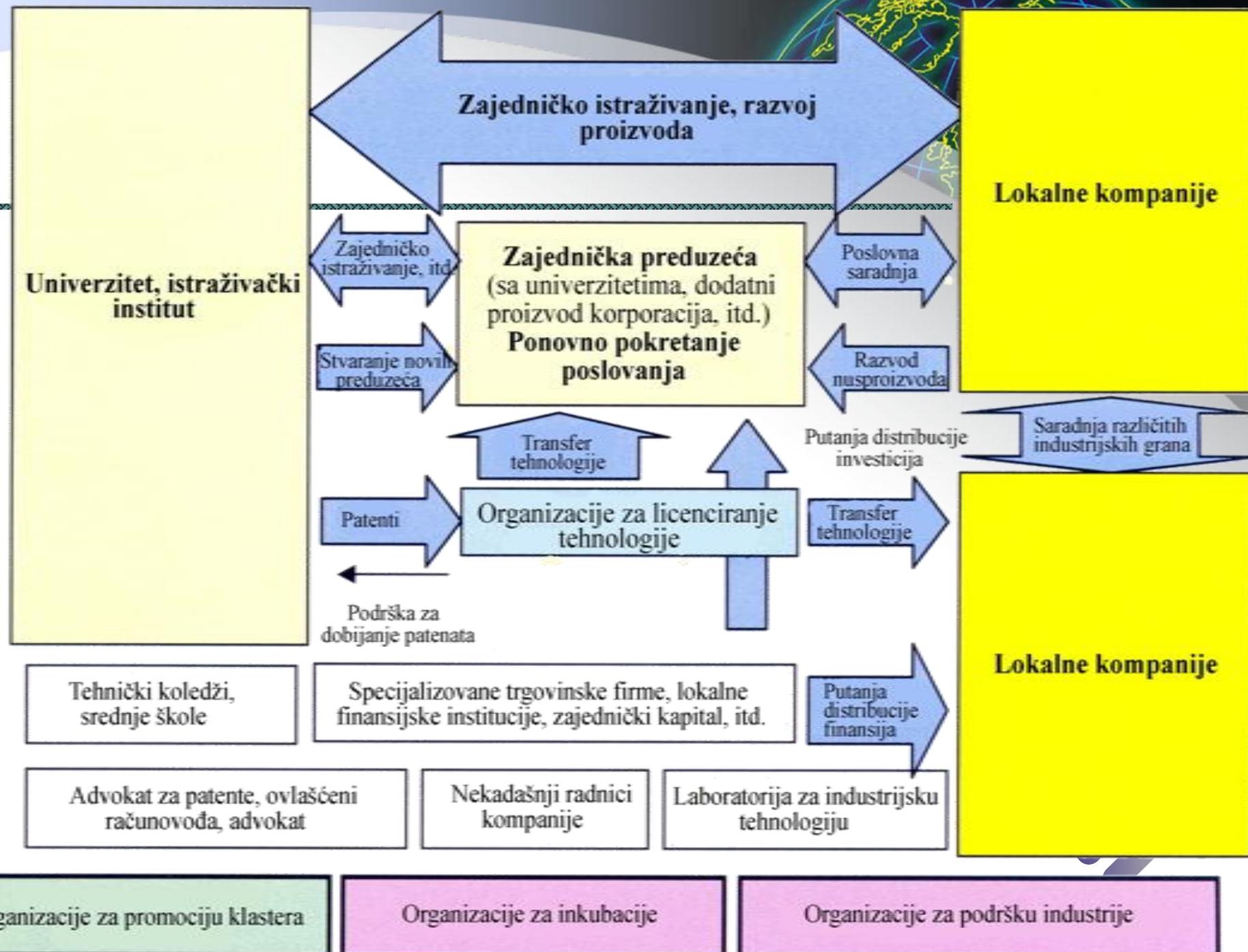
Lista stavki politike

- Stvaranje mreže industrije, akademske zajednice i vlasti po regionima
- Uprezanje regionalnih karakteristika u tehnički razvoj
- Ojačavanje funkcija inkubacije, kao što je razvoj olakšica za potpomaganje preduzetnika
- Podrška za obradu tržišta u saradnji sa trgovinskim firmama, itd
- Saradnja sa finansijskim institucijama

Implementacija projekata kroz saradnju industrije, akademske zajednice i vlasti







AKO IMATE PITANJA...

Hvala na pažnji

