

# DACUM Research Chart for Entrepreneur

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## Produced for



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## Developed by



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Duties		← Tasks →				
<b>A</b>	<b>Develop Strategic Business Strategies</b>	A-1 Create a vision and corporate philosophy	A-2 Develop a mission/purpose statement	A-3 Establish an advisory network	A-4 Set strategic objectives	A-5 Determine corporate legal infrastructure
		A-13 Create financial projections	A-14 Identify employee benefit options	A-15 Develop operational budget	A-16 Develop financial network	A-17 Secure financing
<b>B</b>	<b>Develop Products and Services</b>	B-1 Identify potential products and services	B-2 Research potential products and services	B-3 Analyze market need	B-4 Analyze product and service costs	B-5 Conduct competitor analysis
<b>C</b>	<b>Perform Marketing Activities</b>	C-1 Develop business network	C-2 Develop marketing campaign	C-3 Create corporate identity (e.g., logo/motto)	C-4 Monitor market trends	C-5 Develop advertising campaign
<b>D</b>	<b>Manage Finances</b>	D-1 Establish accounting relationship	D-2 Establish bookkeeping systems	D-3 Establish business bank accounts	D-4 Track account receivables and payables	D-5 Calculate cash flow
<b>E</b>	<b>Manage Customer Service</b>	E-1 Develop customer service standards	E-2 Build customer loyalty program	E-3 Create internal customer care manual	E-4 Establish service level agreements	E-5 Develop after sales support system
<b>F</b>	<b>Perform Employee Administration</b>	F-1 Follow employment law	F-2 Write job descriptions	F-3 Establish policies and procedures	F-4 Prepare new hire materials	F-5 Conduct hiring process
		F-13 Provide continuing education	F-14 Provide growth opportunities	F-15 Implement termination process	F-16 Schedule special events	
<b>G</b>	<b>Perform Administrative Tasks</b>	G-1 Process mail	G-2 Conduct shipping and receiving	G-3 Operate office equipment	G-4 Maintain equipment/facilities	G-5 Maintain inventory
		G-13 Process customer inquiries	G-14 Invoice customers			
<b>H</b>	<b>Manage Technology</b>	H-1 Research current technology	H-2 Conduct systems analysis	H-3 Establish systems standards	H-4 Implement computer system	H-5 Implement e-commerce strategy
<b>I</b>	<b>Manage Personal Development</b>	I-1 Determine work/personal habits	I-2 Schedule priorities	I-3 Schedule personal time	I-4 Pursue continued education	I-5 Set positive personal example

A-6 Identify organizational capabilities/competencies	A-7 Determine e-commerce strategy	A-8 Identify markets	A-9 Identify competitive advantage	A-10 Design marketing plan	A-11 Develop contingency plans	A-12 Develop growth strategies
A-18 Implement business plan						
B-6 Conduct SWOT analysis	B-7 Evaluate potential vendors	B-8 Test products and services	B-9 Solicit potential customer feedback	B-10 Identify distribution channels	B-11 Select vendors	B-12 Implement product/service line
C-6 Promote products and services via media	C-7 Convene workshops/open houses	C-8 Join trade/professional associations	C-9 Perform community service			
D-6 Administer payroll/benefits	D-7 Reconcile bank accounts	D-8 Review financial statements	D-9 Access cash resources	D-10 Negotiate financial discount terms	D-11 Develop investment strategy	D-12 Pay corporate taxes
E-6 Provide proactive customer communication	E-7 Implement problem resolution process	E-8 Monitor customer satisfaction				
F-6 Conduct new hire orientation	F-7 Conduct new hire training	F-8 Schedule employees	F-9 Conduct staff meetings	F-10 Resolve staff conflicts	F-11 Implement performance management system	F-12 Provide rewards and recognition
G-6 Order office supplies	G-7 Process written and verbal correspondence	G-8 Maintain files and records	G-9 Perform accounting activities	G-10 Coordinate corporate calendar	G-11 Make travel arrangements	G-12 Perform data entry
H-6 Maintain computer system						

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## General Knowledge and Skills

Employment law  
Cross-training  
Team building  
Networking  
Goal setting  
Record keeping  
Decision-making  
Marketing and research  
Basic writing skills  
Creative thinking  
Basic technology skills  
Planning and organization  
Negotiating  
Leadership  
Communication skills  
Resolve problems  
Deductive reasoning  
Presentation/sales skills

## Tools, Equipment, Supplies and Materials

Computer  
Office supplies/equipment/  
furniture  
Delivery trucks  
Uniforms  
Fax/laser printer/copier/  
shredder  
Signage  
Letterhead/business cards  
Telephone/voice mail/cell  
phone

## Acronyms

SWOT = Strategy, Weak-  
ness, Opportun-  
ities, Threats  
SBA = Small Business  
Administration  
ISO = International  
Standards Organi-  
zation  
USA = Unique Selling  
Advantage  
EDI = Electronic Data  
Exchange  
EFT = Electronic Funds  
Transfer  
FSMA = Full Service Manage-  
ment Agreement

## Worker Behaviors

Goal-oriented	Positive attitude
Leader	Organized
Seek personal accomplishments	Professional
Dynamic	Compassionate but strong
Empathetic	Patient
Self-reliant and confident	Active learner
Need to achieve	Self-disciplined
Outgoing	Direct others effectively
Perceptive	Multi-tasking
Trustworthy	Punctual
Willingness to take risk	Proactive
Strong commitment	Logical
Assertive	
Ability to change	
Humble	
People-oriented	
Perseverance	
Resourceful	

## Future Trends and Concerns

Continue development of e-commerce  
Telecommuting  
Community empowerment zones/HUD zones/HUB zones  
Information age vs. industrial age  
Globalization  
Political and environmental regulations  
Rising costs of benefits package  
Taxes  
Acquiring employees  
Economic conditions  
Social trends  
Challenging labor pool  
Changes in political administration  
Technology advancements  
Competitive markets  
Resource allocation  
Growing numbers of entrepreneurs/females  
Corporations treating employees as entrepreneurs  
Government or corporate bidding  
Network marketing