

Segmentation and Target Market

Michael Bickelmeyer

MKT/571

November 18, 2013

Doctor Luis De La Cruz

Application, Analysis, Synthesis, and Evaluation for Organizational Design

The Nonprofit organization Bugger & Hund Incorporated is engaged in a complex model project. The private company was organized on January 1, 2002 in response to the 9/11 terrorist attacks on American Soil. The commitment is Project Savior/Operation Arch Angel. The imperatives are supported by both the Private Sector and Federal Government Authorities. The purpose to acquire all of the world's recycling, die casting, and manufacturing operations and secure them here in The United States. The organization holds in the way of intellectual property, two United States Provisional Patents, and two Nonprovisional Patent Applications. The description of these properties are AN ADAPTABLE AIRPORT SYSTEM WITH INDUSTRIAL ZONES AND CLEAN ENERGY GENERATION. The company also holds a Federal Grant Application Project for Recycling Metals powered by Clean Energy Generation, totaling more than 670 million dollars.

Part I

This is a comparative analysis of the balanced scorecard strategy and the innovation model. Basically as possible, and symbolically it is to say for instance, the innovation model is like the engine of a vehicle, and the dashboard indicator gauges are the balanced scorecard strategy. The balanced scorecard strategy is a monitoring system, and its primary function is to monitor the effectiveness, and efficiency of the innovation model.

The balanced scorecard strategy is made-up of four components. The components are perspectives, objectives, measures, and stoplight indicators. "These specific components help ensure that a balanced scorecard is inherently tied to the organization's critical strategic needs." (Active Strategy, 2011) The perspectives are high level groups in information. The objectives are

derived from the strategic plan. The measures or metrics are performance indicators. The stoplight indicators give immediate status of performance in red, yellow, and green.

The innovation model is a process used for idea generation, creativity, and innovations. The innovation model is made-up of six components. The first phase is called creativity. In the creativity phase ideas are generated and refined. This is like a think tank or brainstorming. The second phase is the funnel. In the funnel ideas are weeded-out, and successful ideas travel forward. The third stage is where the successful ideas obtain a major resource commitment. The fourth stage is the execution stage. The fifth stage is where ideas become intellectual property. The sixth stage is where the intellectual property becomes, the value creation stage. Essentially both processes of the balanced scorecard strategy, and the innovation model function the same, however the innovation model is specific to the element of subject value.

As an example, after the 9/11 terrorist attacks on American Soil, President George W. Bush made a public statement for Americans to go to work, and work hard, and just go about your everyday lives. The American People who chose George W. Bush as the best mind in our Country to lead us, decided not to listen to Him. Instead Americans clamped-down on their personal spending, and caused a chain effect around the world in terms of an economic downturn. I personally had felt the results, as in 2005 I was working for two different employers, 40 hours a week for one, and 35 hours a week for the other. My workloads were increased to a three person capacity at each employer. I decided to take a bus trip to Washington DC, the last business quarter of 2005. I was wondering why I had 35 years of work experience, an Associate of Arts Degree, a Bachelor of Science Degree in Business Administration, and a Security Academy Graduate, and where exactly was all this income and employment opportunities, which I was never given? I went to Washington DC, as a relaxing vacation to visit the Smithsonian

Institution, and to nose around. Before my leaving Cleveland I spoke with Senator Voinovich's Office at Capitol Hill, where I received an invitation for an interior tour of The White House. Before leaving Cleveland I received an interview from The United States Secret Service here, in Parma, Ohio. Their only request was, "no guns." I found Washington DC to be, a very beautiful place.

Upon my return to Cleveland I began brainstorming. I knew that America had lost a great deal of industry to overseas countries. I also knew that America has problems in the winter with aviation runways. I put together a form of intellectual property that will alleviate adverse winter runway conditions, and lock in all of the recycling, die casting, and manufacturing around the world, right here in the United States. This is all powered by clean energy generation, no greenhouse gases, and no global warming. To alleviate adverse winter runways I incorporated in my patent the use of steam heated runways, and the original patent application was filed with The United States Patent Office on March 28, 2006. I knew my major project could be templated to all 50 States in America, and will act as a positive domestic economic stimulus. I have had several phone communications with Joe Wieder who works out of Senator Sherrod Brown's Office in Columbus, Ohio. Joe concurred with me that it would be beneficial to America to secure my patent worldwide. This will be done as I anticipated to Joe that The United Nations will form a mandate worldwide, against greenhouse gases, and global warming. Diane at The United States Patent Office informed me, "This will cost \$50,000."

Part II

As a comparison the star model deals primarily with social variables and the McKinsey 7S Model is structure orientated. The star model is made-up of five components. The first is

strategy or direction. The second is decision making power. The third is IT and the flow of information. The fourth is rewards or compensation. The fifth is Human Resource Policies.

The McKinsey 7S Model is made-up of seven components. The first is shared value or beliefs and attitudes. The second is strategy, which is the allocation of limited resources. The third is structure or formal organizational levels. The fourth is system, which are the procedures and processes, and communications paths. The fifth is staff, which decides the labor and personnel requirements. The sixth is style, which is culture and social behaviors of managers. The seventh is skill or capabilities of the organization's labor force.

Part III

This organization is my C-Corporation, which I named Bugger & Hund. The names Bugger & Hund were derived from my two Grandfathers when I was attending Elementary School. While on fishing outings with my Mother's Father on Lake Erie, whenever He would catch a fish and while reeling it up would say, "you bugger, you bugger, come on you bugger." The word Hund is German for the American noun hound, and this word I was told by my Father's Father who was Austrian. Whenever I told Him that I was going into the woods which I called the Jungle, He would say, "take the hund with ya, take the hund." So created the name of my company in memory of my two Grandfathers, Bugger & Hund.

My C-Corporation I organized on January 1, 2002 in the State of Delaware. I chose Delaware to organize in as per my undergraduate business education informed me that it has the most lenient of laws. Upon speaking to the Secretary of State/Division of Corporations, they told me, there is no minimum age to be a corporate officer. Since my Niece was four years old, I had plans for Her. Her younger Brother was however too young to speak yet.

I filed my corporation in Delaware as a Limited Liability Company. I gave 49% ownership to my Niece, and made Her the Chief Executive Officer. As America was responding to the 9/11 terrorist attacks, I sought to configure my corporation as a Government Tax-Exempt Entity. I did this by filing an Internal Revenue Service Form 1023 Application. I proposed configuring my company as an industrial nonferrous recycler, with its purpose to supply The Department of Defense with nonferrous metals to be used in the war on terrorism and drugs, without any red-tape to our Government. At the same time I applied for 79 Federal Grants which I found in The United States Catalog of Domestic Assistance. These funds when obtained are to be used to construct the nonferrous facility. Unfortunately, the IRS form 1023 application was disapproved as the Internal Revenue Service viewed the operation as a business, and not a charity. This process took four years to reach a decision. There is notoriety, as I was told by Mr. Gerald Anderson with the Department of Disclosure in Washington DC, that my application was going into a special reading room in our Nation's Capitol.

As I applied for the 79 Federal Grants to different agencies, I spoke with the Columbus, Ohio Department of Agriculture. I received confirmation that my business and its purpose qualified for one out of the 79 Federal Grants which I applied for, by Mr. Randy Monhemius with The United States Department of Agriculture in Columbus, Ohio. I was told this Federal Grant had no financial ceiling, and although my company was not tax-exempt, it would still qualify as a Nonprofit Entity. I therefore filed a corporate dissolution in Delaware and refiled as a Nonprofit Corporation. I put the cost figures together for this facility, and they totaled more than 670 million dollars. This is a facility powered by clean energy generation, emitting zero greenhouse gases, and zero global warming. It is templatable to all 50 States in America. The file

date of the application was August 4, 2008. This is an active grant application project now in Washington, DC.

I also use my virtual organization as a holding company. It currently holds two provisional patents, and one nonprovisional patent application. Further reference to the specifics of these intellectual properties can be found in my example description in part one of this research papers. To expedite the imperatives of Bugger & Hund Incorporated I designated by revocable declaration of trust, immediate management operations of the organization to The United States Secret Service on December 24, 2011. By declaration of trust I gave immediate 49% interest of Bugger & Hund Inc to my youngest Niece. Upon my death she will receive another 2% which will give Her controlling interest. I designated by beneficiary the rest of the 49% interest of Bugger & Hund equally to my three remaining Nieces, two Nephews, my Mother, Sister, and Brother in Law. With the profits to the beneficiaries, equally or the survivor. The dual function of The United States Secret Service, is the management operations for the interests of Bugger & Hund Inc., and to protect my Family for the rest of their lives.

My organization functions very well. It is a boundaryless structure. Each of all owners, beneficiaries, and management operations personnel act freely, and independent of any authority, rules, or guidelines. Everyone involved in the corporation has freewill thought, creativity, and zero responsibilities at this point to the corporation. There are zero personality conflicts, and zero deadlines. Everyone involved has entire freedoms for personal pursuits. I do not believe that there are any other major projects, or organizations in America like this. This organization's imperatives are with more than 40 Federal Personnel, as well as President George W. Bush, and President Barack Obama.

Bugger & Hund can be described as the following. The organization is black with low environmental uncertainty. As several personnel at The NASA GLENN Research Center, and The NASA GLENN PLUM BROOK STATION facilities in Ohio, would like to acquire my intellectual property for AN ADAPTABLE AIRPORT SYSTEM WITH INDUSTRIAL ZONES AND CLEAN ENERGY GENERATION. The Bugger & Hund organization is mechanistic, but with no rules it operates black. Bugger & Hund is black as it is a very simple virtual company, with little to zero structure at all, it is boundaryless. Communications between The United States Secret Service, and Washington DC are underway, without me being privileged to the specifics. The decision-making is highly decentralized. The company is both well adapted to incremental responses to change, and also flexible to rapid radical change. The company is totally boundaryless and communications have the ability to travel in all directions, within the organization, and to point's external of the C-Corporation.

References

www.wikod.blogspot.com. (2012). Retrieved from

http://www.activestrategy.com/strategy_execution/scorecards_vsdashboards.aspx

Davila, T., Epstein, M.J., & Shelton, R. (2006). *Making innovation work: how to manage it, measure it, and profit from it.*

Galbraith, J.R. (2002). *Designing organizations: an executive guide to strategy, structure, and process.*

McKinsey 7S Model. (2012). Retrieved from

http://www.valuebasedmanagement.net/methods_7S.html