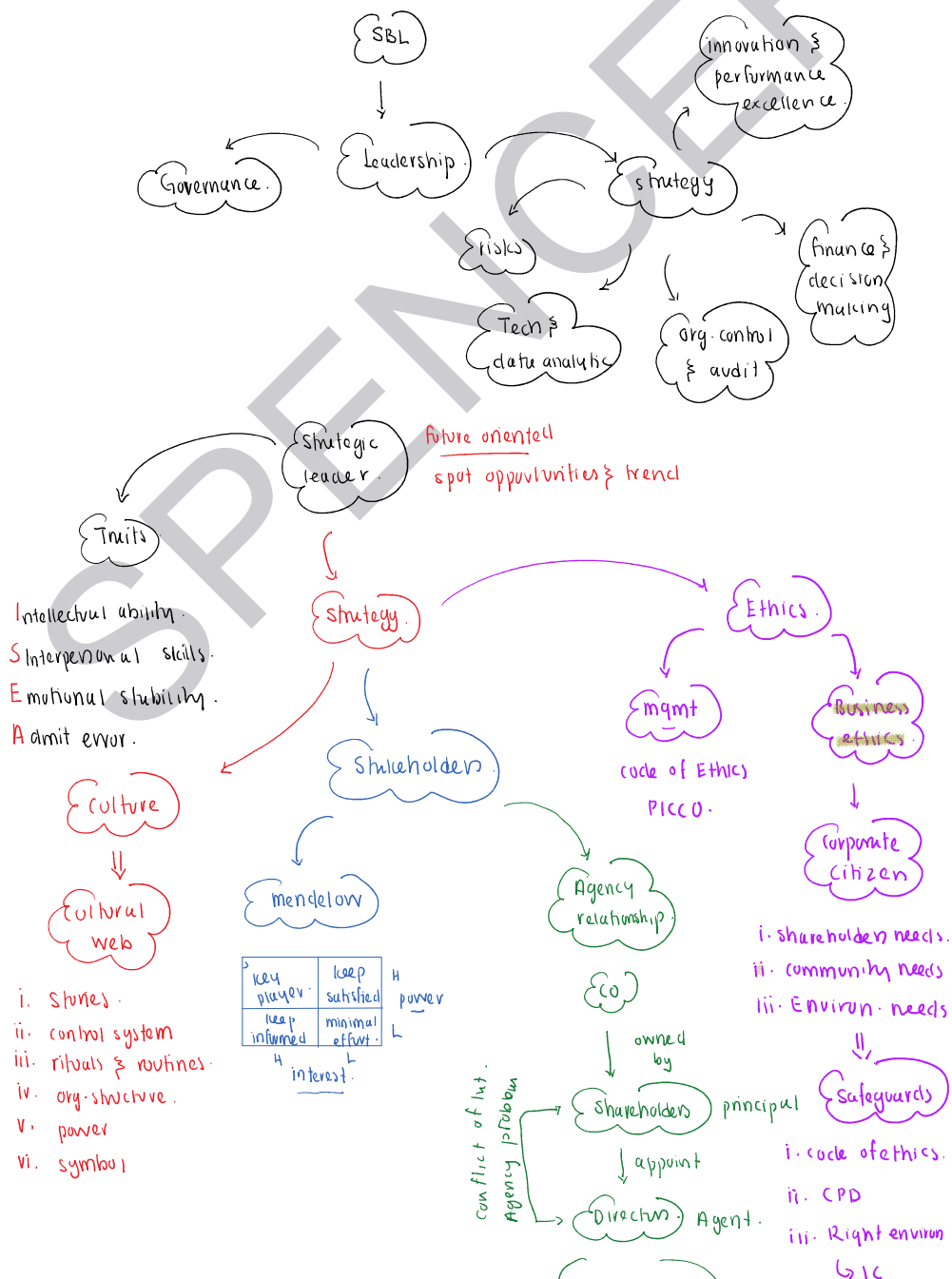
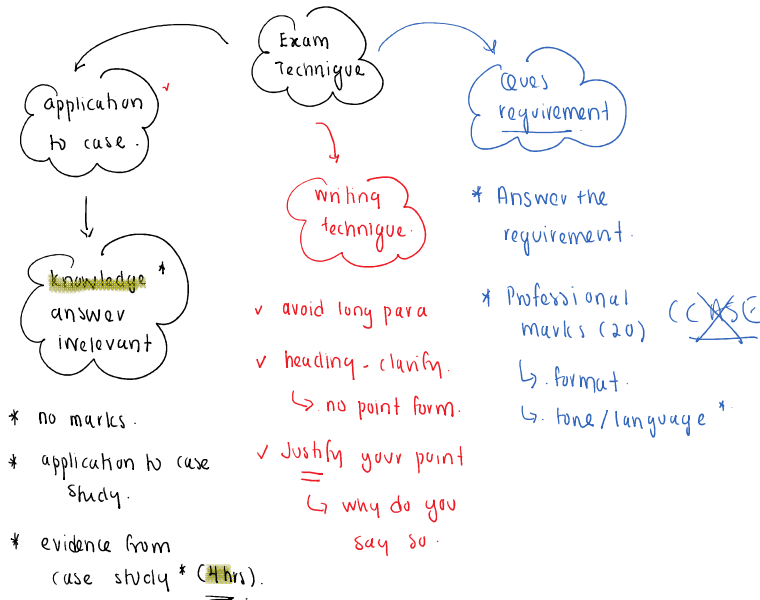
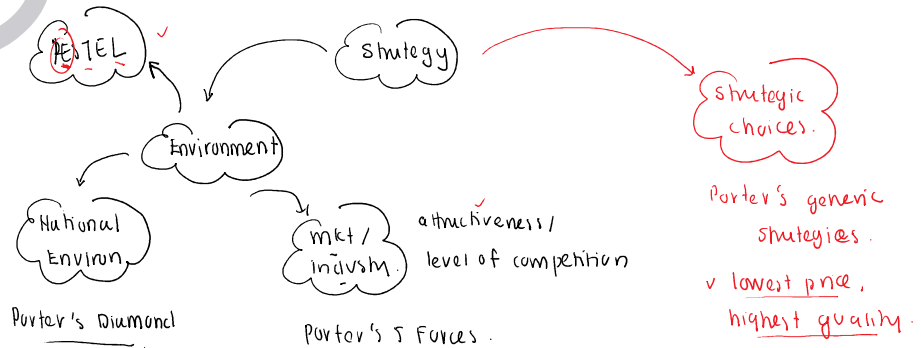
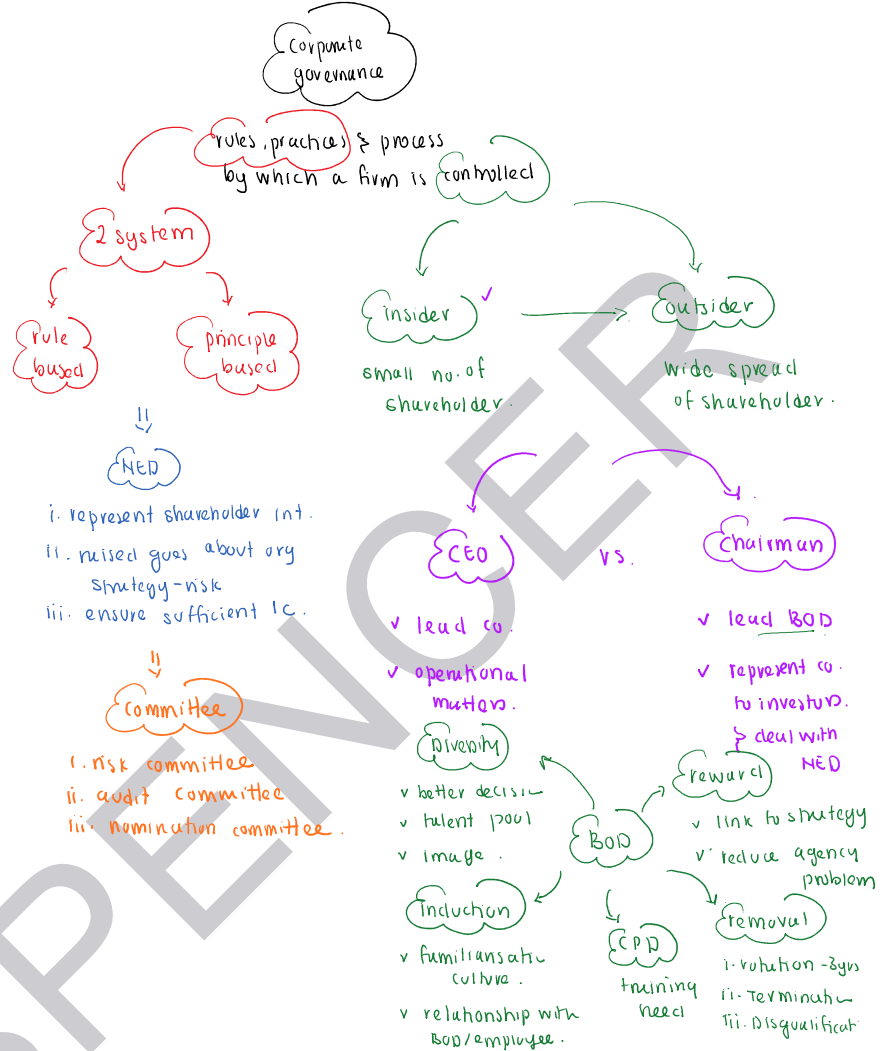
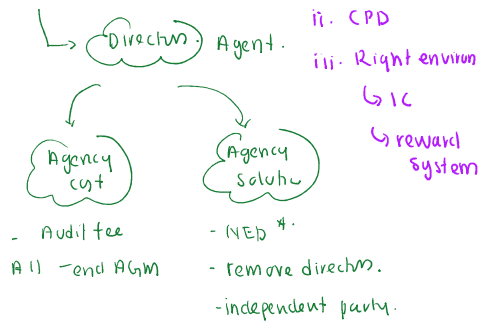
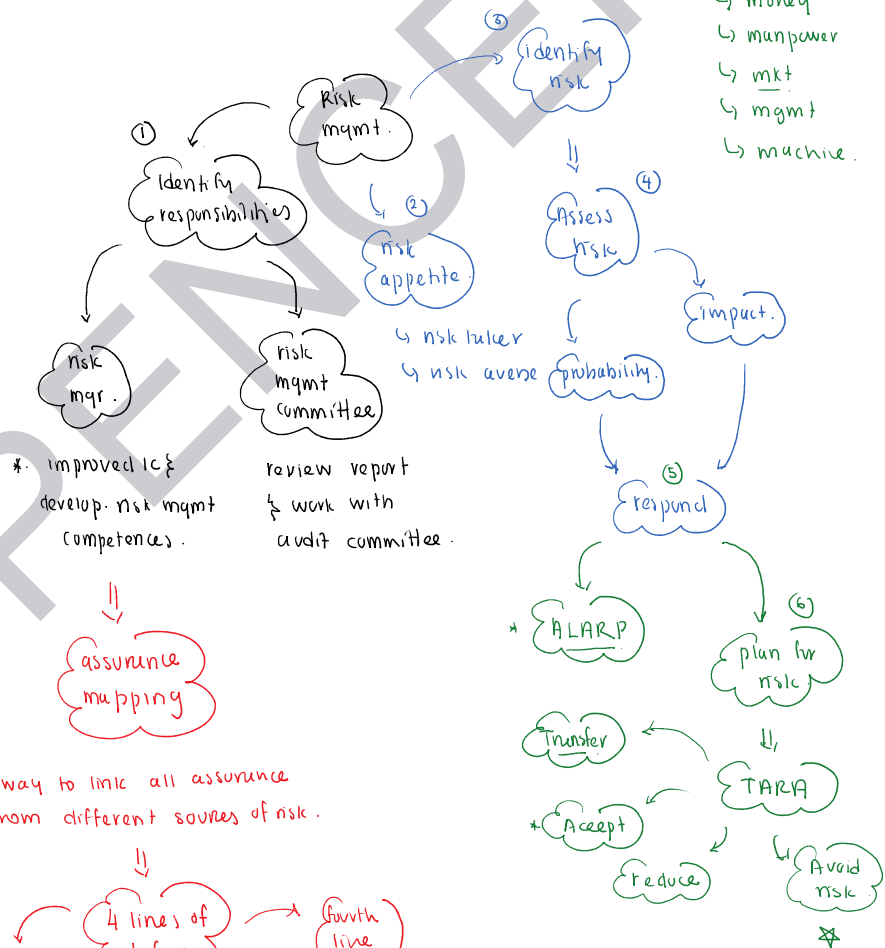
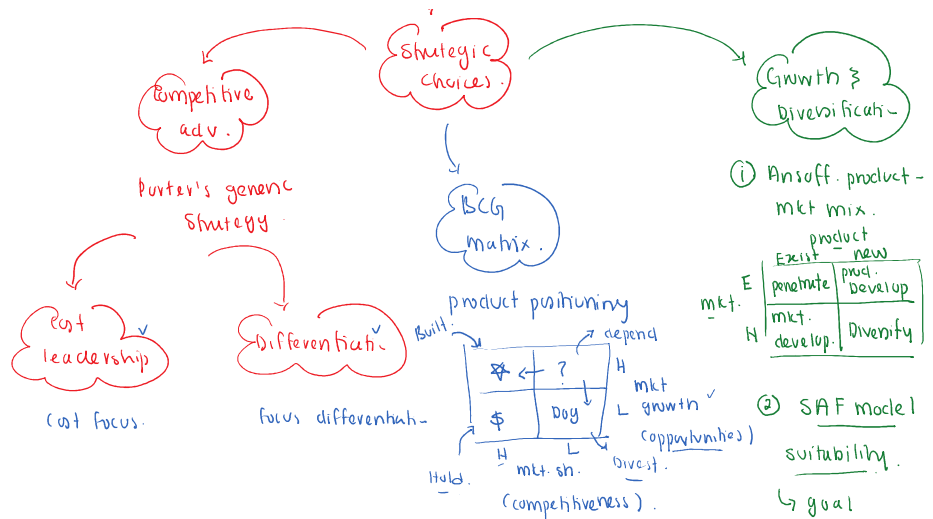




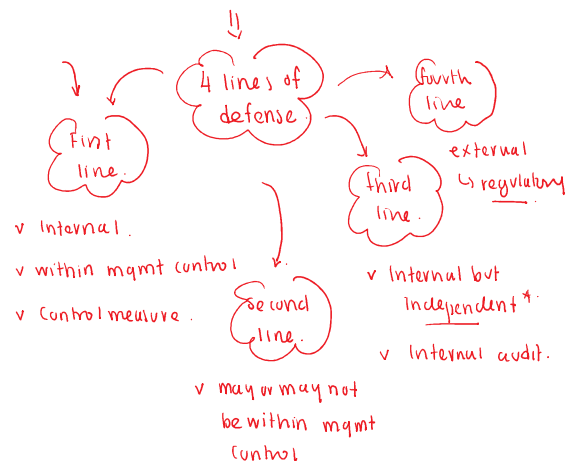


- Factor condition - resources.
- Demand condition
- Related & supporting industry
- Strategy, structure & rivalry.

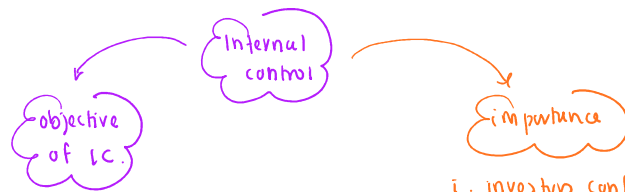




A way to link all assurance from different sources of risk.



v Inspection, QC test.

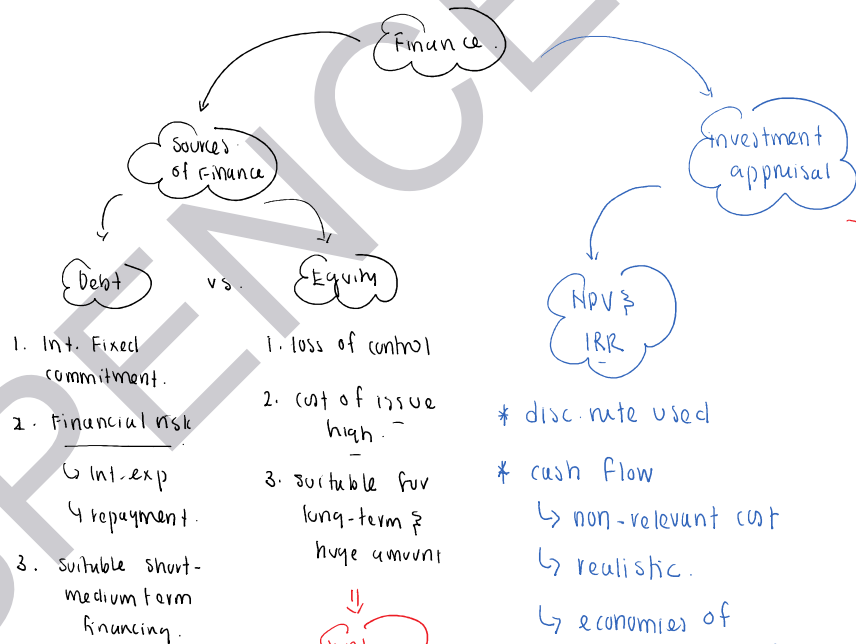


Safeguard assets.
 Orderly conduct - efficient & effective
 Accuracy of records - info.
 Prevention & detection of fraud.

- i. investor confidence.
- ii. awareness & control of risk
- iii. improving quality
- iv. identify weakness.

IC Failure

Human error
 Unforeseen circumstance.
 Mgmt override IC
 Employee collusion
 Non-routine transaction.



- Debt**
1. Int. Fixed commitment.
 2. Financial risk
 - ↳ Int. exp
 - ↳ repayment.
 3. Suitable short-medium term financing.

- Equity**
1. loss of control
 2. cost of issue high.
 3. Suitable for long-term & huge amount

venture capital

partner for risky investment.

* discrete used

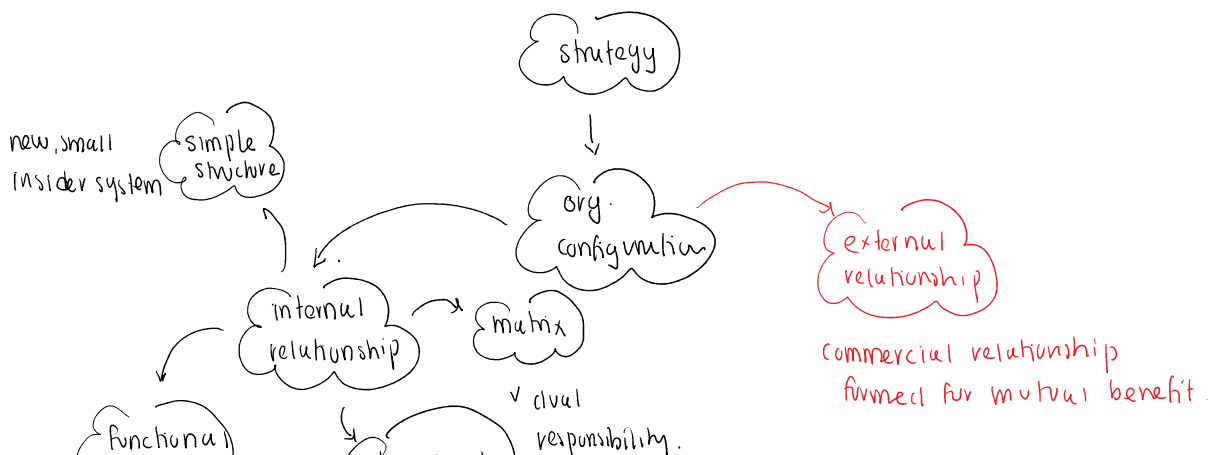
* cash flow

↳ non-relevant cost
 ↳ realistic.

↳ economies of scale/learning curve.

payback period.

time to recover cost of investment.



new, small
insider system

simple structure

strategy

org. configuration

external relationship

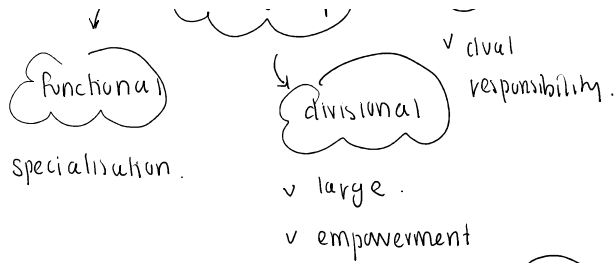
commercial relationship
 formed for mutual benefit.

internal relationship

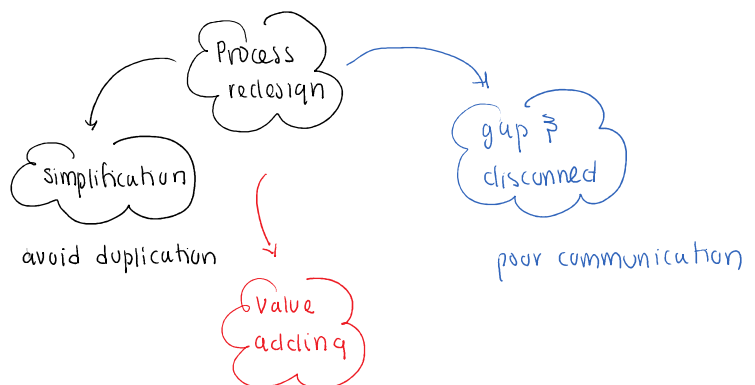
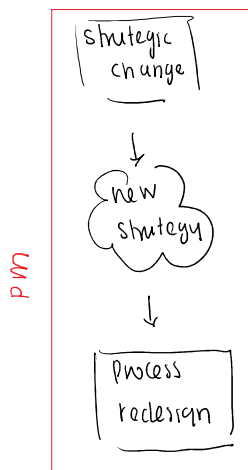
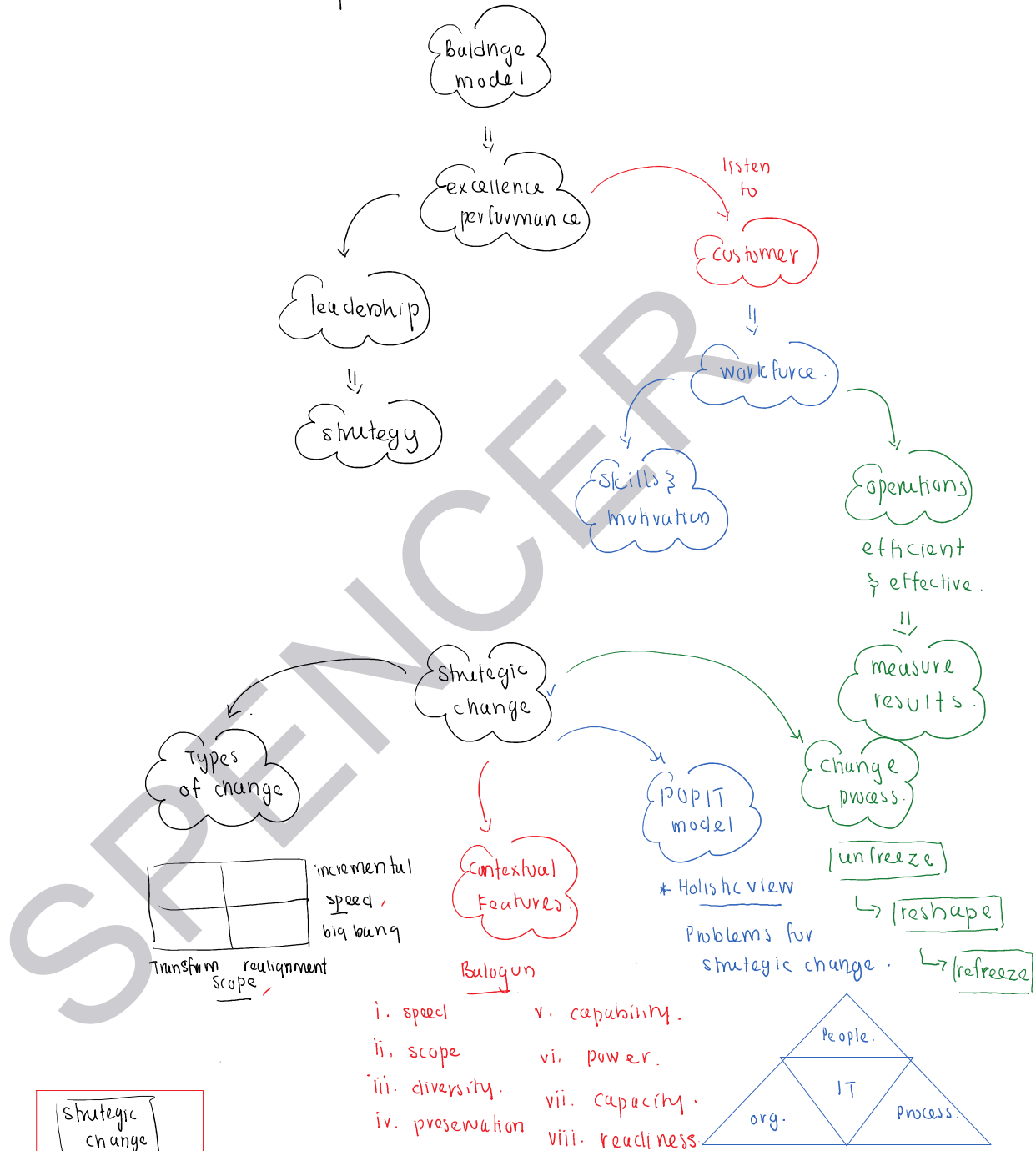
matrix

divisional responsibility.

functional

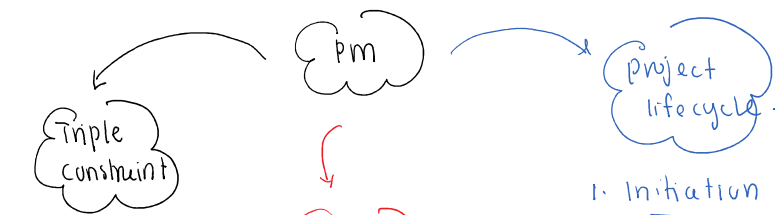


designed for mutual benefit.



resulted in higher
value to FG.

↳ is the process beneficial



- i. Time
- ii. cost
- iii. scope.

risk
mgmt

I A P M

↓
TARA

1. Initiation

↳ Biz case *

↳ PIR (Terms of Reference)

② Cost & benefit.

③ Planning

④ Execution & control

⑤ Completion

① Post project review

② Post Implementation
review.

E-Biz.

E-commerce

online payment

E-mktg.

Digital mkt.

Traditional

4p + 3p

GI

i. individualisation.

ii. interactivity

iii. independence of
location.

iv. industry
restructuring

v. intelligence.

vi. integration.