

MODEL STRATEGIC BAZAT PE CREȘTEREA NETĂ A PORTOFOLIULUI DE CLIEŢI LA COMPANIILE MATURE

STRATEGIC MODEL BASED ON THE NET GROWTH OF THE CLIENT PORTFOLIO OF MATURE COMPANIES

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Abstract: The results of this research highlight a strategic model that responds to a paradox that appears on the maturing cycle of any business. The paradox is that when a number of clients arrive, continuing to practice the same way of purchasing and allocating resources as before, business begins to lose money. The research has proposed to find a reallocation and resource management model. It aims to resume business growth based on internal resources through a more efficient reallocation of resources. When a paradox occurs, a business reorganization is required. The research proposes a systematic approach to the initial allocation of resources by their segmentation method. Each business segment or SBU (Strategic Business Unit) investigates the optimum of people, activities, customers, budgets to resume business growth. In addition, research highlights the need for a key performance indicator to signal the emergence of the paradox. Research proposes a high-performance, easy-to-use business tool that solves the "paradox" and provides a new resource allocation management tool to resume business growth.

Keywords: net growth, segmentation, portfolio of clients, recycling-filtration of clients