



## **ACADEMIC YEAR 2013 – 2014**

### **TITLE OF DIPLOMA THESIS:**

Integration of Methodologies of Business Plan, Strategic Planning, Total Quality Management and Reengineering

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### **ABSTRACT**

Business Plan, Strategic Planning, Total Quality Management and Reengineering have been used for years by organizations in order to improve management and to produce greater profit. Many studies have been conducted towards improving these methods. So far, each method has followed its own evolution and a specific way of implementation has been introduced to each one of them. Despite the fact that these methods are being studied separately, there are common elements that can be used to maximize organization's profits. This study aims to identify all possible interactions and common elements between the above methods. Firstly, a comparison of these methods has been conducted, defining similarities, differences and interactions of applications. Thereby, it becomes clear that there is a need for a combined planning methodology; an attempt is made in this thesis to create a combined methodology for existing companies and startups. The above methodology has been implemented in two case studies for hypothetical startups. Although, the value of the methodology became clear, it is believed that its application to a real world environment and the monitoring of the relevant organization for a certain period of time is necessary for a complete validation.

### **KEYWORDS**

Business plan, Strategic Planning, Total Quality Management, Reengineering, Startups & Existing Companies