

5.2. External Business Processes

External Processes



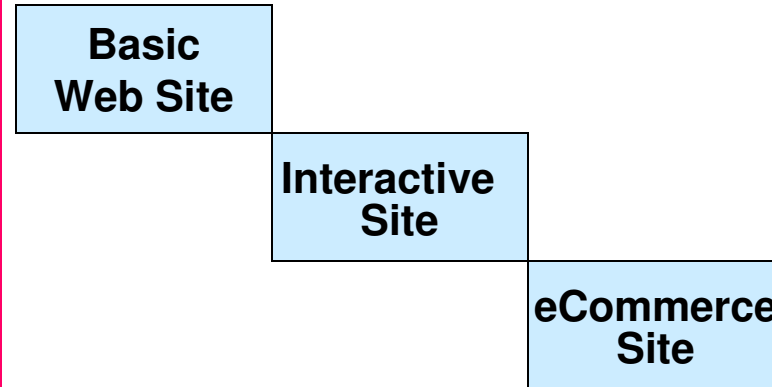
Business
Organisation



Marketing
Information

Two way
Communication

Payment and
follow up



Organisational Efficiency