

BOSTON CHAPTER BUSINESS STRATEGY

- Market: Operations management professionals
- Mission: Help the membership be more successful at their jobs
- Vision: Every member retains their job, gets a new job, a raise, or a promotion as a result of chapter membership.
- Competition: We compete with other local chapters NS, SS, and Worcester County. Typically we'll e mail our offerings to APICS Members, however we are soon to acquire a mailing list of small manufacturers in our geographical area, this combined with Workforce Training Funds from Massachusetts State program should get us a fresh set of customers.
- Differentiation: Highly qualified Body of Knowledge (BOK) instructors including a Project Management Professional Certification offering
- Products:
 - Employment page
 - CPIM, CIRM, and CSCP certification programs (Retain /Raises)
 - Certified Associate in Project Management (CAPM) and Project Management Professional (PMP) certification classes (Retain/Raises/Promotions)
 - Speeches and tours by those who have recently gotten a new job, raise, or promotion by applying the APICS BOK (Retain/Promotions)
- Key processes
 - Content (Programs)
 - Mark (PDMs)
 - Steve (Tours)
 - Joanne (NECON Seminar – 1 per year)
 - Education
 - Dave Rivers (CSCP/CPIM/Fundamentals)
 - Neeraj Shah (CAPM/ PMP)
 - Advertising
 - Cathy (e-mailing)
 - Dave R (website)
 - Roger (Non Member mailings)
- Performance metrics
 - PDM attendance
 - Educational program attendance
 - Net worth
 - Jobs placed