

(Table 2) Needs and Functions of the PMS by Segment

Segment	To Recognize Result of Operations		Short Term Projection (Monthly)	Long Term Projection (Yearly)	
	Monthly	Yearly		Closed Type	Open Type
Whole Company	<ul style="list-style-type: none"> To recognize result of operations to a yearly profit plan 	<ul style="list-style-type: none"> To recognize result of operations to a long term profit plan 	<ul style="list-style-type: none"> To estimate annual performance to a yearly profit plan 	<ul style="list-style-type: none"> To calculate corporate value To fulfill accountability to external stakeholders 	
By Organization (By Division, By Branch)	<ul style="list-style-type: none"> To provide data for short term projections 	<ul style="list-style-type: none"> To provide data for long term projections 		<ul style="list-style-type: none"> Preformance Evaluation (Salary Review) 	<ul style="list-style-type: none"> Strategy of Business Organization
By Sales Channel	-	Same as Above	-	-	<ul style="list-style-type: none"> Strategy of Sales Channel Decision of Commission level
By Product	-	Same as Above	-	-	<ul style="list-style-type: none"> Product Strategy Pricing
By Market (By Region, By Corporate Customer)	-	Same as Above	-	-	<ul style="list-style-type: none"> Strategy by Regions Strategy by Corporate Customer