

ROAD MAPPING OR A KEY TO SUCCESSFUL BUSINESS ДОРОЖНОЕ КАРТИРОВАНИЕ ИЛИ КЛЮЧ К УСПЕХУ БИЗНЕСА

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Abstract: The article is investigating a visual representation method of step development of a particular object (for example, business).

Keywords: “road map”, road mapping, object of road mapping, product road map, technological road map, industrial road map, corporate road map.

Аннотация: В данной статье представлен метод визуального представления пошагового сценария развития конкретного объекта (например, бизнес).

Ключевые слова: “дорожная карта”, дорожное картирование, объект дорожного картирования, продуктовая “дорожная карта”, технологическая “дорожная карта”, отраслевая “дорожная карта”, корпоративная “дорожная карта”.

Today, when going into a business is not unique, but is done on a daily basis, when competitiveness is calculated by thousands, you need to rethink your market analysis, internal and external environment, evaluate the competitive advantage, build advertising campaign and promotion program for your product, etc. The most appropriate strategy for your business in such environment may be referred to as a “**road map**”.

“**Road map**” - is a visual representation of step scenario of a particular object - a single product; product class; some of the technology; groups of related technologies; business; company; bringing together several business units; industry; a plan to achieve political, social, etc. - purposes, such as international conflicts and dangerous diseases.

The process of road map creation is called **road mapping**, and the object, whose evolution is on the map is the **object of road mapping**.

Road mapping links vision, strategy and development plan of the object and develops basic steps of this process on "past - present - future" basis. Road maps allow you to view not only scenarios, but also potential profitability, choose the best ways of development in terms of cost and resource efficiency.

Road mapping is based on the collection of expert information about a product, technology, industry, etc., allowing them to predict the future state of the options.

In general, “road maps” aim to provide informational support for management decision making about the development of the object.

Russian management theory does not include “road map” as a strategic management tool, it finds “road map” as an easy way to interpret graphical options for the development of object mapping, which facilitates the understanding of the situation and helps you make necessary decisions.

Depending on the subject of road mapping, maps are allocated as following:

- **Product road map** - scenario of a product or product line in time
- **Technological road maps** - scenario of a particular [high] technology, technology sector
- **Industrial (market, industry) road map** - scenario an industry (single market, industry sector)
- **Corporate road maps** - scenarios for individual companies, etc.

Of course this division of roadmaps on product, technology and industry is very conditional, because these objects are interconnected and "embedded" into each other, that it is not quite correct to build a scenario of just one of them, not taking into account the development of the rest.

Product, technology and industry roadmaps share common approaches of its formation and application, namely:

1. Road map implies a forecast of the long term - usually it is about 10 years - broken down into smaller sub-periods.

2. All road maps must clearly demonstrate economic impact of their future business and justify the optimality of the proposed development alternatives.

3. While creating a road map, you need to build a work force team, which should include professional scientists, financiers, technologists, social scientists, marketing researchers, managers and others. Such collaboration is necessary in order to analyze and prevent future risks in all possible spheres.

4. Road map is an interactive tool developed with aim to instantly modify or refine the scenario object.

Using road mapping, companies benefit from the visibility achieved through access to strategic planning information. Executives no longer waste their time gathering information for decision making.

They become informed decision-makers who can view alternatives, perform “what-if” analysis and proceed with the best course of action.

Flexibility of road mapping allows quick modification of product offers to meet market demands and enables the supply chain to adapt to changes instantly. It also promotes in-depth collaboration among the company, its customers and suppliers. Increasing visibility of other functions also helps to monitor the progress of product development programs, and identify opportunities for reusing technology in other business areas.

As the redundant work is minimized and technology re-use is expanded, companies experience improved time-to-market due to reduced product delays. Road mapping is also an effective way to benchmark organization’s capabilities, identify new opportunities, and create forward-looking plans.

“Road map” helps demonstrate business strategy or product in the future, gives us a complete picture of possible future of our business or product. Road mapping method is indisputably necessary for people building a successful business.

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