**Enterprise Master Plan (EMP) Value Proposition: Summary**

The Enterprise Master Plan's (EMP) value proposition is simple:  By adding an EMP to your current suite of annual planning applications (e.g., finance, operations and sales/marketing), **all the profit that would have otherwise been left on the table is identified**.

The projected income statement developed by the EMP includes:

* 12 monthly forecasts that are maximally profitable
* The associated supply chain that is optimally:
	+ feasible to make and fulfill the new forecasts
	+ sustainable.

The EMP also:

* maximizes the ROI of total sales and marketing expenditures
* is non-disruptive to any of the currently installed annual financial, operational or sales/marketing planning applications
	+ which are still required for near-term tactical planning (e.g., weeks) and execution (e.g., days, hours)
* assures
	+ all the currently installed planning applications are aligned to the maximally profitable forecast
	+ all the functional silos are harnessed to the maximally profitable forecast
* is integrated with the **strategic plan**
* **works**