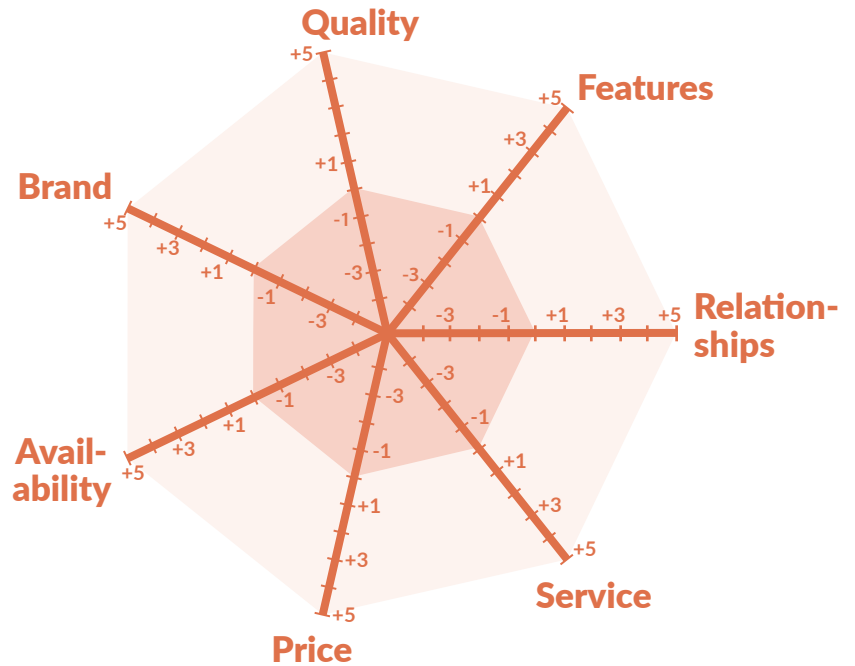


CURRENT STATE

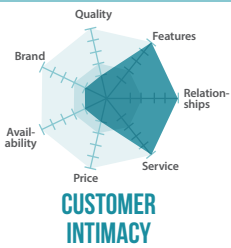
Gap Analysis|Benchmarking

FEATURE/ATTRIBUTE	COMPETITOR			
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				



-5: Competitive Disadvantage; 0: Neutral; +5: Competitive Advantage

COMMON STRATEGIES



FUTURE VISION

Operation Goals + Product Goals + Marketing Goals = Future Vision Goal

Operation Objectives

Transfer to Plan & Strategy

Goals

Product Objectives

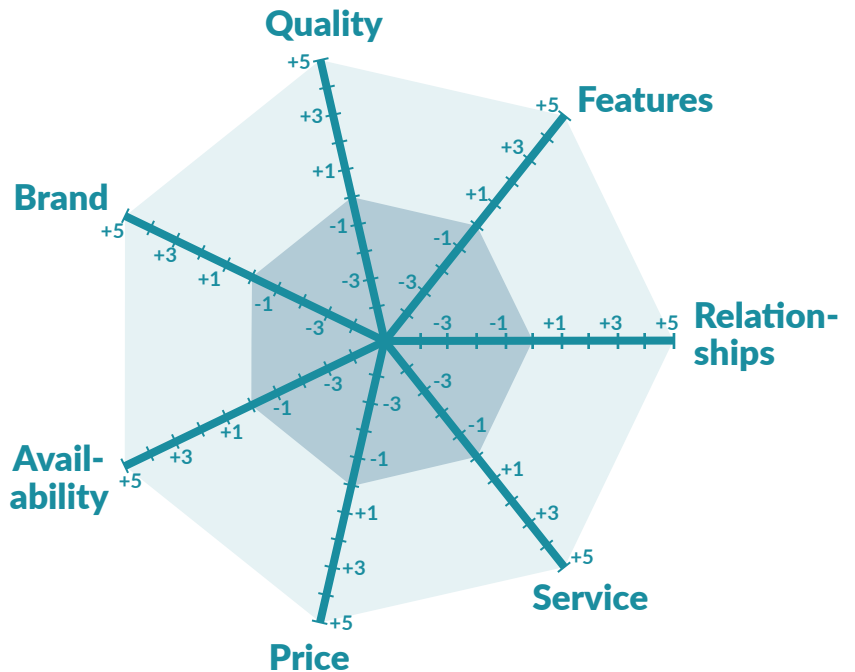
Transfer to Plan & Strategy

Goals

Marketing Objectives

Transfer to Plan & Strategy

Goals



-5: Competitive Disadvantage; 0: Neutral; +5: Competitive Advantage

THE SEVEN DIMENSIONS OF COMPETITIVENESS

QUALITY: Durability, reliability, aesthetic design, materials.
FEATURES: Functionality, effectiveness, fit-for-use, ease of use.
AVAILABILITY: Time- or location-based convenience, quick, efficient.
PRICE: Low price, low cost (operational efficiency or high utilization).

BRAND: Name recognition, association, reputation.
SERVICE: On-time delivery, service, helpful support
RELATIONSHIPS: Trusted advisor, partner, non-transactional.