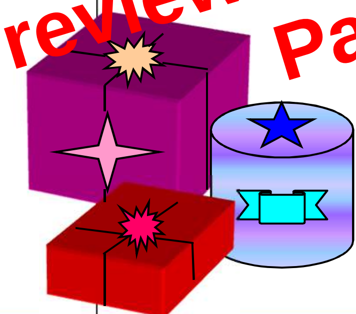
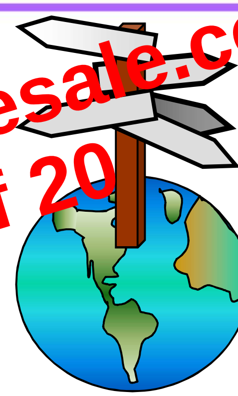
Corporate strategy: the key dimensions

1. Which products/ services?

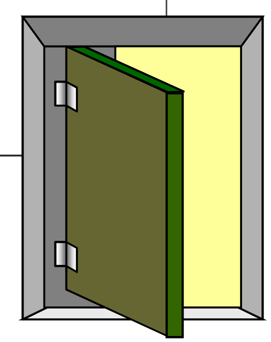


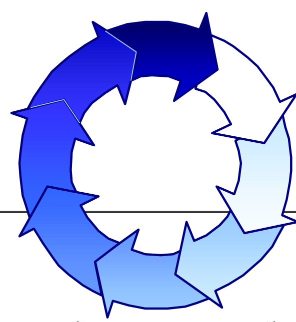


2. Which markets?

3. What conditions to offer?

4. How to enter & develop the markets?





5. How to operate cost-effectively?

Benefits customers seek in the products/services that they buy:

Customer service & responsiveness:

- Customer information
- Responsiveness to customer queries
- Technical support to customers
- Maintenance and repair services

Benefits customers seek in the

products/services that they buy:

Low cost:

- Purchase price
- Cost of acquisition
- Total cost of ownership