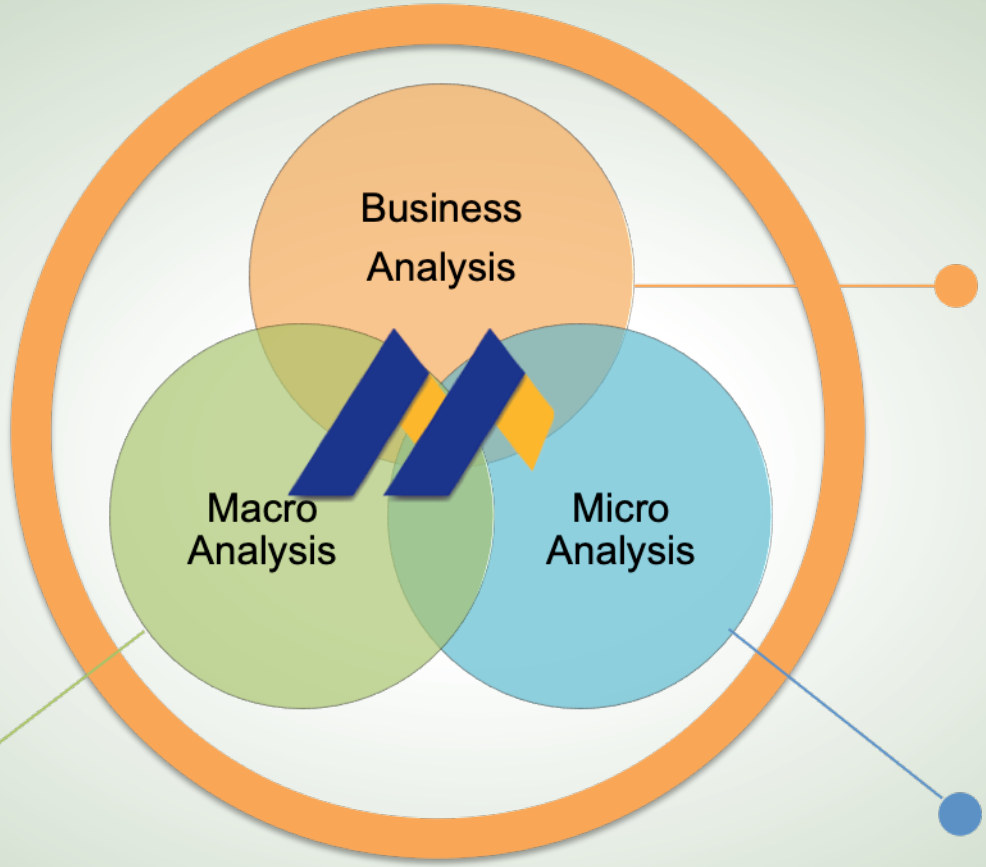
Strategic planning process



- Business Alignment
- Resources
- Compliancy
- Product Mix
- Positioning

- Social, Cultural
- Legal
- Economic
- Political
- Technological
- Risk

- Verticals
- Segments
- Competitors
- Channels
- Customers