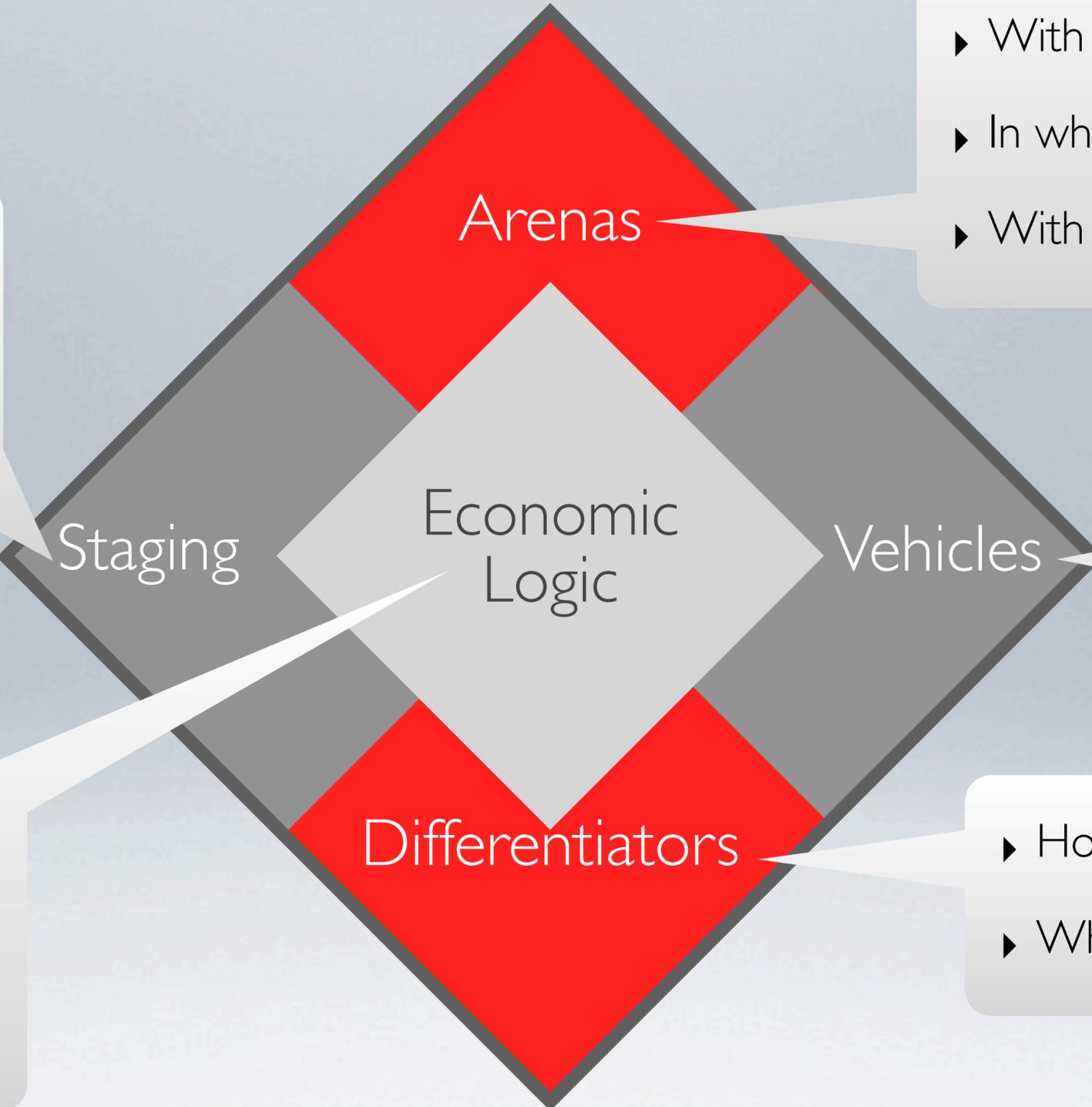


- ▶ How quickly will we move?
- ▶ In what order will we proceed?
- ▶ What are the key milestones?



- ▶ Where will we be active?
- ▶ With what core competencies?
- ▶ In which market segments?
- ▶ With how much emphasis?

- ▶ How will we get there?
- ▶ What channels will we use?

- ▶ How will obtain our returns?
- ▶ How will we manage costs?
- ▶ What our our revenue streams?

- ▶ How will we win?
- ▶ What is our USP?