

Business Solution Programs

Markets (Segmentation & Optimization)

Market Definition

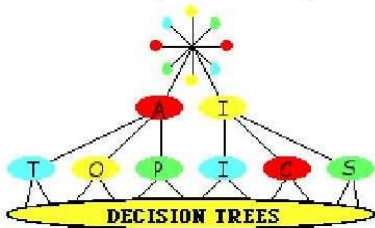
Market Potential

Competitive Analysis

Market Strategies



- ◆ Where Where are our key markets?
- ◆ Who Who are our key customers & prospects?
- ◆ Potential Market Size + Market Growth
- ◆ Segments Where are there concentrations by segment?
- ◆ Competitors Competitor strengths/weaknesses?



People (Attitudes & Behaviors)

Employees

Customers

Prospects

High Profit/Producer

Performance (Winning Local Markets)

Brand & Image

Product Quality

Community Relations

Competitive Pricing

