### Why do it?

**Market drivers**
- Market segments
- Competitors
- Customer needs

**Business drivers / strategy / model**

### What to do?

**Product-Service-System**
- Value to customer, Quality
- Function, Performance

**Price**
- Revenue

**Place**
- Display, access

**Promotion**
- Comms

**People**
- Customer contact

**Process**
- Delivery

**Physical evidence**
- Demo

### How to do it?

**Resources & enablers**
- Technology
- Skills, Capabilities
- Suppliers, Partners
- Infrastructure
- Finance

---

**Vision**