7 Ps Sunshine chart

Target market: [ ]
Team: [ ]
Date: [ ]

Now Short-term _ _20 _ _ Medium-term _ _20 _ _ Long-term _ _20 _ _

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

How to do it?
Resources & enablers
Technology; Skills, Capabilities; Suppliers, Partners; Infrastructure; Finance

Vision

Now

Why do it?

Market drivers
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Vision