### Market drivers

**Social**

**Technological**

**Economic**

**Environmental**

**Political**

**Business drivers / strategy / model**

**Product / Service / System**

**Features**

- Functions
- Performance
- Capabilities

**Product/service-system strategy, with aligned technology & resource strategy**

**Define product strategy in terms of short, medium and long term targets, layer-by-layer along with supporting technology programmes and other required resources**

**Technology**

**Technical disciplines**

- Competences
  - Know-how
    - Component
    - Design
    - Production
    - Information
    - Organisation

**Enablers / Resources**