



# Vantage Point Strategy Design Process Elements & Objectives

## Data Gathering

- Assemble information about your business environment, market dynamics, product-market summaries, internal capabilities, and other relevant business data.

## Customer Value Analysis

- Understand and develop insight into the needs, wants, and preferences of your customers.
- Identify the 'Total Product' provided to customers.
- Assess your current performance from the customer's point of view.

## Business Definition

- Develop a five-element 'picture' of your business: product / service scope, customers served, customer needs filled, business architecture employed, competitors faced.
- Assess how fundamental changes in industry dynamics might prompt a change in your business definition.

## Planning Assumptions

- Capture beliefs about the future.
- Assess the effect of these possible changes on your business.

## Value Chain Analysis

- Understand how you, your competitors and your customers make money.

## Key Success Factors

- Identify the skills or assets needed to compete successfully.
- Assess internal strengths and weaknesses—yours and those of your competitors—in relation to these factors.

## Competitor Analysis

- Identify competitors, individually and in strategic groups.
- Assess the intentions and capabilities of key competitors and the implications for marketing strategy.

## Segmentation

- Identify and group customers with similar needs, wants, and preferences.

## Targeting

- Select segments based on market attractiveness, competitive intensity, and relative ability.
- Establish objectives and market approach.

## Positioning

- Establish a positioning platform.
- Create a positioning statement for each targeted segment.
- Integrate the segment positioning statements across the market.

## Value Proposition

- Develop segment-specific value propositions.
- Assess value propositions for feasibility.
- Establish an implementation approach.

## Plan Document and Presentation

- Document all foundational and directional elements of market strategy.
- Create communication for securing management approval and organization buy-in.