

4DP'S

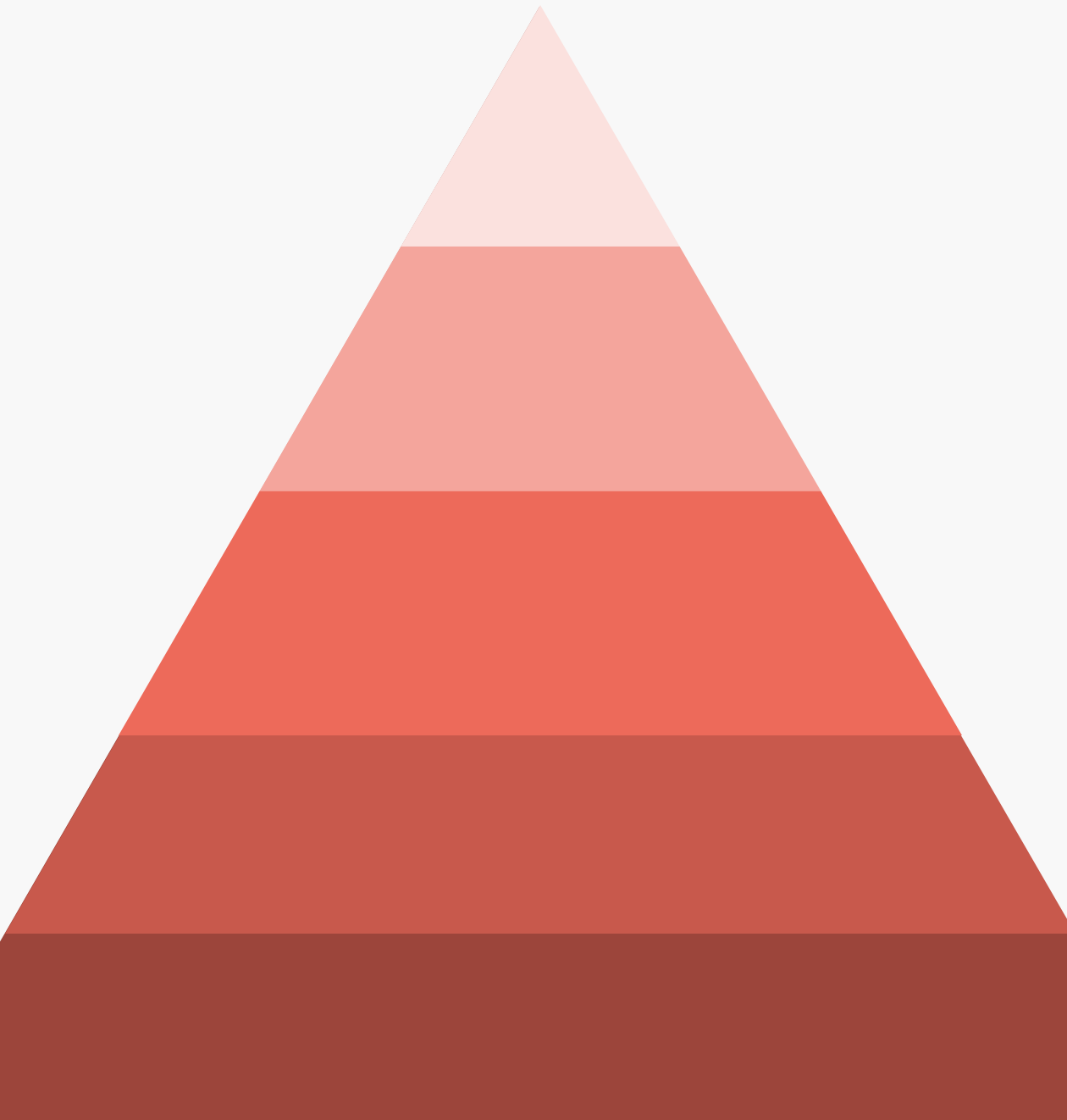
STRATEGY DEVELOPMENT

TOOLKIT



**INSERT YOUR GOAL HERE. WHAT DO YOU
WANT TO ACHIEVE WITH YOUR MARKETING
PROGRAM AND BY WHEN?**





5 QUESTIONS FOR A GOOD STRATEGY

1. WHAT IS YOUR WINNING ASPIRATION?
2. WHERE WILL WE PLAY?
3. HOW WILL WE WIN?
4. WHAT CAPABILITIES MUST BE IN PLACE?
5. WHAT MANAGEMENT SYSTEMS ARE REQUIRED?



BUSINESS MODEL CANVAS



KEY CUSTOMER



COMPETITIVE ADVANTAGE



CUSTOMER CHALLENGES



CAPITAL REQUIREMENT



VALUE PROPOSITION



COST



CHANNELS OF DISTRIBUTION



REVENUE STREAM

STRATEGY MAP TEMPLATE



PERSPECTIVE

STRATEGIC OBJECTIVES

FINANCIAL



CUSTOMER



INTERNAL
PROCESS



LEARNING
&
GROWTH



PERSPECTIVE

STRATEGIC OBJECTIVES

FINANCIAL



INCREASE NUMBER OF CUSTOMERS, DECREASE COST, INCREASE REVENUE PER CUSTOMER



INCREASE PROFIT, DECREASE FIXED COST

CUSTOMER



INCREASE CUSTOMER SATISFACTION, SELL NEW PRODUCTS



BECOME A TRUSTED BRAND

INTERNAL PROCESS



UNDERSTAND CUSTOMER SEGMENTS, SHIFT TO DIGITAL CHANNELS



DECREASE DELIVERY TIME, CREATE NEW PRODUCTS

LEARNING & GROWTH



IMPROVE EMPLOYEE SATISFACTION, IMPROVE CUSTOMER INFORMATION



CREATE CUSTOMER FOCUSED CULTURE

SWOT ANALYSIS

S

STRENGTHS

W

WEAKNESSES

O

OPPORTUNITIES

T

THREATS

