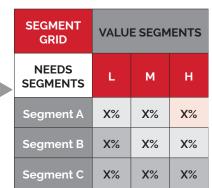
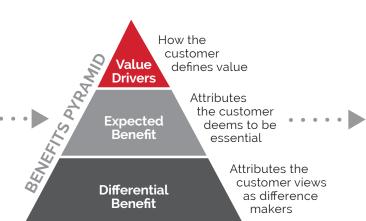
SEGMENT-BASED STRATEGIC PLANNING











SEGMENT PERSONAS

Segment goals
Seagment needs
Value drivers
Attitudinal drivers

Market Segment Attributes

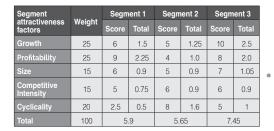
- · Segment size
- · % of Pop
- · Sales growth potential
- Current growth rate
- Competitiveness
- Price sensitivity
- Strategic fit

Customer Segment Attributes

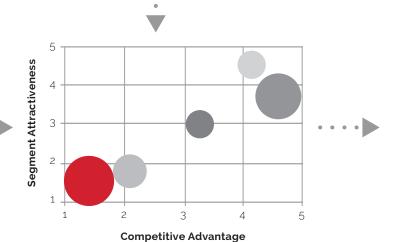
- Value Tier
- Current sales
- NPS Score

Brand affinity

- Historical sales
- Share of wallet



Segment Scorecard



SEGMENT GOALS

Select Market Segments



- Strategic Fit
- Growth Potential

Investment Modeling

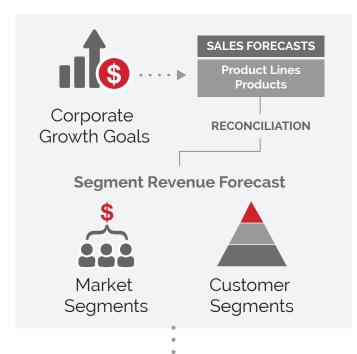


- Market Share
- Sales Conversion
- Sales Volume
- Lifetime Value

Allowable Investment



- Allowable cost per customer
- · Payback period



Weak Medium Strong Protect High Market Attractiveness Selectivity/ Earnings Harvest/ Divest Build Medium Harvest/ Harvest/ Selectivity/ Divest Earnings Strategic Position

STRATEGIC PLANNING

VALUE PROPOSITION

- Product offers
- · Product bundling
- Incentives
- Warranties
- Augmented services

RELATIONSHIP MANAGEMENT

- Entitlements
- Rewards
- Post-sale support
- Treatment protocols
- Extended services

CUSTOMER CONNECTIVITY

- Brand positioning
- Brand messaging
- Knowledge transfer
- · Community building
- Collaboration

DESIGN	
CQUISITION	RETENTION

LIFECYCLE PROGRAM

ACQUISITION RETENTION

DEVELOPMENT ENGAGEMENT