STRATEGY DEVELOPMENT CANVAS





SITUATIONAL ANALYSIS



VISION:

MISSION:

VALUES:



EXTERNAL OPPORTUNITIES:

EXTERNAL THREATS:



CURRENT STRENGTHS:

CURRENT WEAKNESSES:



ATTRACTIVE MARKETS:

STRATEGIC FIT:

NEW STRATEGY



SEGMENT DESCRIPTION:

TARGET PERSONAS:



VALUE PROP

SUSTAINABLE COMPETITIVE ADVANTAGE:

COMPELLING VALUE PROPOSITION:



TECHNOLOGIES:

SOLUTIONS:



TO ACHIEVE OUR STRATEGY WE MUST INVEST FURTHER IN: