GROWTH, PROFIT, VALUE CREATION

Market		Paradigm	Vision				
	Corporate	Mission	Strategy	Planning	Budgeting	Forecasting	SPPE
	Customer		PORTFOLIO			JBP	Execution
	Competitor	Guideline	Brand Strategy	Category Strategy	Channel Strategy	Customer Strategy	ROI
	PEOPLE	Productivity	Competence		Performance	Insight	**GROWTH**
			Attitude	Ownership	Skill	TVC	**PROFIT**
			Passion	Commitment	Knowledge		ROIC
		Effective	Quantity		Ability		EP
		Efficient	Quality	Affection	Art	Story	**VALUE**
	PRODUCT	Brand	Concept	Technology	Design		
		Segmenting	Complementary	Functional	Specific	Creative	
		Targeting	Consistant	Symbolic	Unique	Innovative	
		Positioning		Experiential	Important	Inspirational	
		Extending					
	System	Standard	Simple	Speed	Core Competence	Out Sourcing	
		Policy	Best practice	Gap analysis	Standard Routine		
		Guideline	Process	Reason code		DMS	
		Process	People	Root cause		ICE	
			Organization	GSTD		FSM	
			Technology			DMBP	
	Production	JIT	MRPII	BPR	Capacity Mgmt	RTM Strategy	Distribution
		Lean Mgmt		Change Mgmt		Local Law	