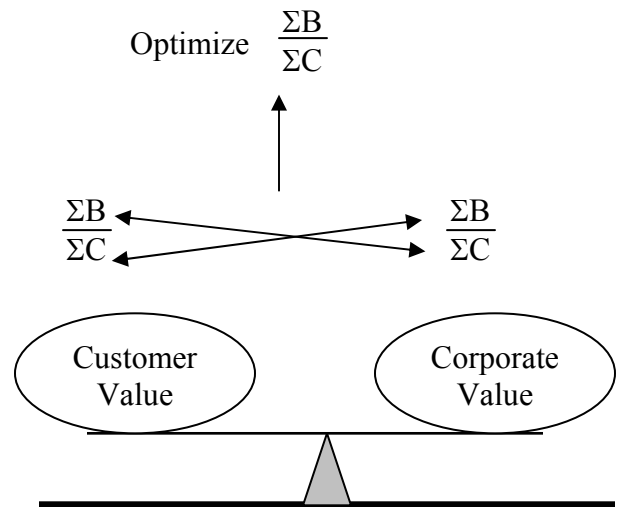
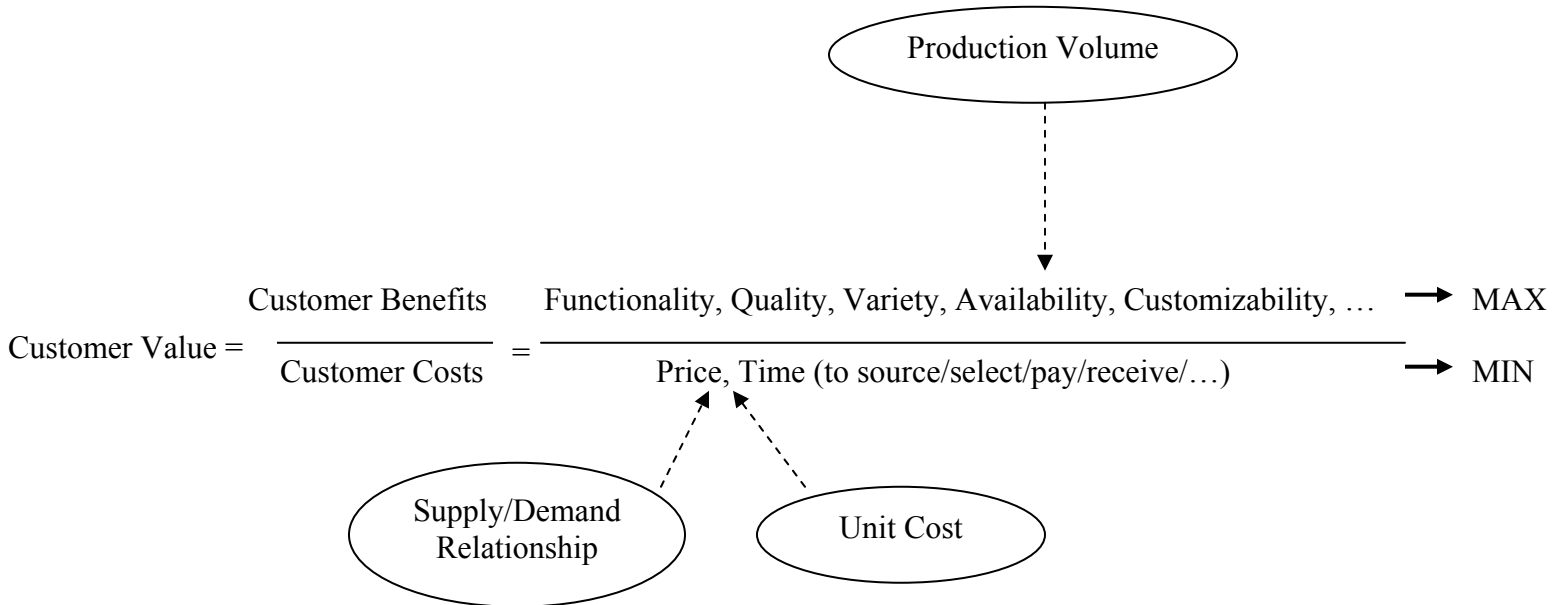


Competitive Strategy



Strategy =

- Identifying** (we know what your problem is)
- Producing** (we have solved it for you)
- Communicating** (we want you to know it)
- Delivering** (here you are, see for yourself)

customer value at an acceptable profit margin

