

THE MISSION OF THE BUSINESS

A statement of the current and future expected product scope, market scope, and geographical scope, as well as the unique competencies of the business must develop to achieve a its desired competitive positioning.

THE MISSION OF THE BUSINESS

	Now	Future
Product Scope		
Services Scope		
Customer Scope		
End-User Scope		
Channel Scope		
Complementor Scope		
Geographical Scope		
Unique competencies		

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PRIORITY ASSESSMENT SCALE FOR BUSINESS SCOPE

Scope	Priority	The Product, Consumer, Channel or Geographical Location...
Existing	--	... is being divested or exited from
	-	... will be assigned a low level of importance
	E	... will continue to receive the current level of resources
	+	... is assigned a high level of importance and additional resources to achieve a better competitive position.
	++	... is assigned the highest level of importance and the resources needed to achieve as outstanding a competitive position as possible.
New	--	... is very tentatively considered for business activity
	-	... is tentatively considered for business activity
	E	... will receive the necessary level of resources
	+	... will be assigned a high level of importance and the necessary resources to achieve a strong competitive position
	++	... will be assigned the highest level of importance and the resources needed to achieve as outstanding a competitive position as possible

Existing Product Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	3
4 •	3	3	3	3	5
6 •	4	4	4	4	7
8 •	5	5	5	5	9
10 •	6	6	6	6	11
12 •	7	7	7	7	13
14 •	8	8	8	8	15
16 •	9	9	9	9	17
18 •	10	10	10	10	19
20 •	11	11	11	11	21
22 •	12	12	12	12	23
24 •	13	13	13	13	25
26 •	14	14	14	14	27
28 •	15	15	15	15	29

New Product Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5

Existing Services Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5
6 •	6	6	6	6	6
7 •	7	7	7	7	7
8 •	8	8	8	8	8
9 •	9	9	9	9	9
10 •	10	10	10	10	10
11 •	11	11	11	11	11
12 •	12	12	12	12	12
13 •	13	13	13	13	13
14 •	14	14	14	14	14
15 •	15	15	15	15	15

New Services Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5

Existing Customer Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5
6 •	6	6	6	6	6
7 •	7	7	7	7	7
8 •	8	8	8	8	8
9 •	9	9	9	9	9
10 •	10	10	10	10	10
11 •	11	11	11	11	11
12 •	12	12	12	12	12
13 •	13	13	13	13	13
14 •	14	14	14	14	14
15 •	15	15	15	15	15

New Customer Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5

Existing End User Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5
6 •	6	6	6	6	6
7 •	7	7	7	7	7
8 •	8	8	8	8	8
9 •	9	9	9	9	9
10 •	10	10	10	10	10
11 •	11	11	11	11	11
12 •	12	12	12	12	12
13 •	13	13	13	13	13
14 •	14	14	14	14	14
15 •	15	15	15	15	15

New End User Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5

Existing Channel Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5
6 •	6	6	6	6	6
7 •	7	7	7	7	7
8 •	8	8	8	8	8
9 •	9	9	9	9	9
10 •	10	10	10	10	10
11 •	11	11	11	11	11
12 •	12	12	12	12	12
13 •	13	13	13	13	13
14 •	14	14	14	14	14
15 •	15	15	15	15	15

New Channel Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5

Existing Complementor Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5
6 •	6	6	6	6	6
7 •	7	7	7	7	7
8 •	8	8	8	8	8
9 •	9	9	9	9	9
10 •	10	10	10	10	10
11 •	11	11	11	11	11
12 •	12	12	12	12	12
13 •	13	13	13	13	13
14 •	14	14	14	14	14
15 •	15	15	15	15	15

New Complementor Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5

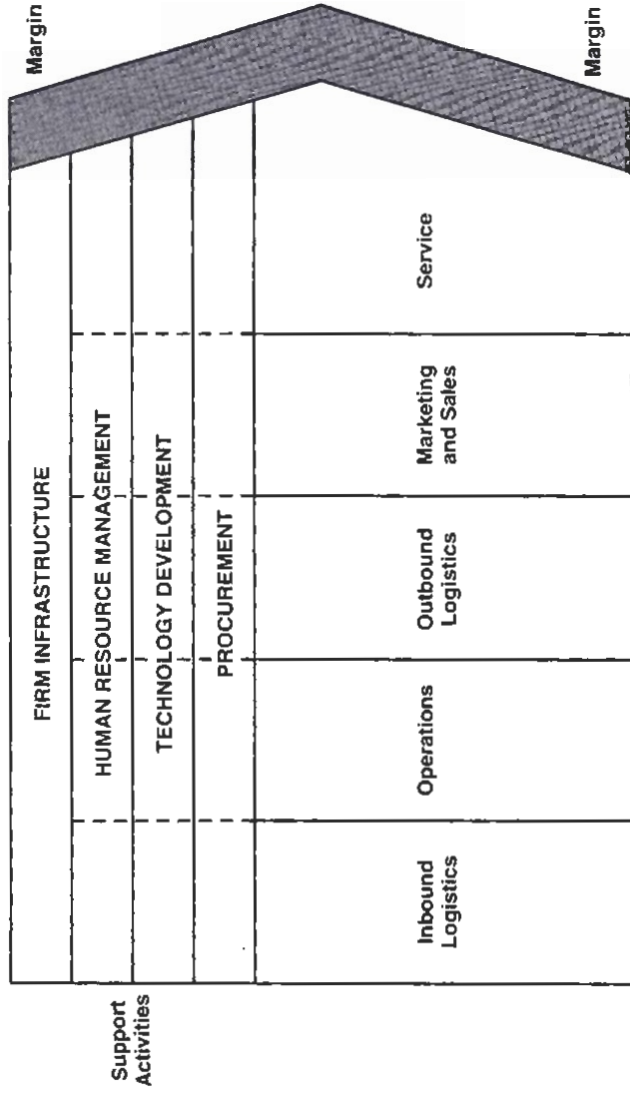
Existing Geographical Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5
6 •	6	6	6	6	6
7 •	7	7	7	7	7
8 •	8	8	8	8	8
9 •	9	9	9	9	9
10 •	10	10	10	10	10
11 •	11	11	11	11	11
12 •	12	12	12	12	12
13 •	13	13	13	13	13
14 •	14	14	14	14	14
15 •	15	15	15	15	15

New Geographical Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5

Existing Unique Competencies Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5
6 •	6	6	6	6	6
7 •	7	7	7	7	7
8 •	8	8	8	8	8
9 •	9	9	9	9	9
10 •	10	10	10	10	10
11 •	11	11	11	11	11
12 •	12	12	12	12	12
13 •	13	13	13	13	13
14 •	14	14	14	14	14
15 •	15	15	15	15	15

New Unique Competencies Scope	--	-	E	+	++
1 •	1	1	1	1	1
2 •	2	2	2	2	2
3 •	3	3	3	3	3
4 •	4	4	4	4	4
5 •	5	5	5	5	5

The Value Chain



SOURCE: This setup for the value chain was suggested by Michael E. Porter (1985).

Mission Statement

Product Scope

Now:

Future:

Services Scope

Now:

Future:

Customer Scope

Now:

Future:

End-User Scope

Now:

Future:

Channel Scope

Now:

Future:

Complementor Scope

Now:

Future:

Geographical Scope

Now:

Future:

Unique Competencies

Now:

Future:

Reflection on Challenges:

(most prominent)

Product Scope**Services Scope****Customer Scope****End-User Scope****Channel Scope****Complementor Scope****Geographical Scope****Unique Competencies**