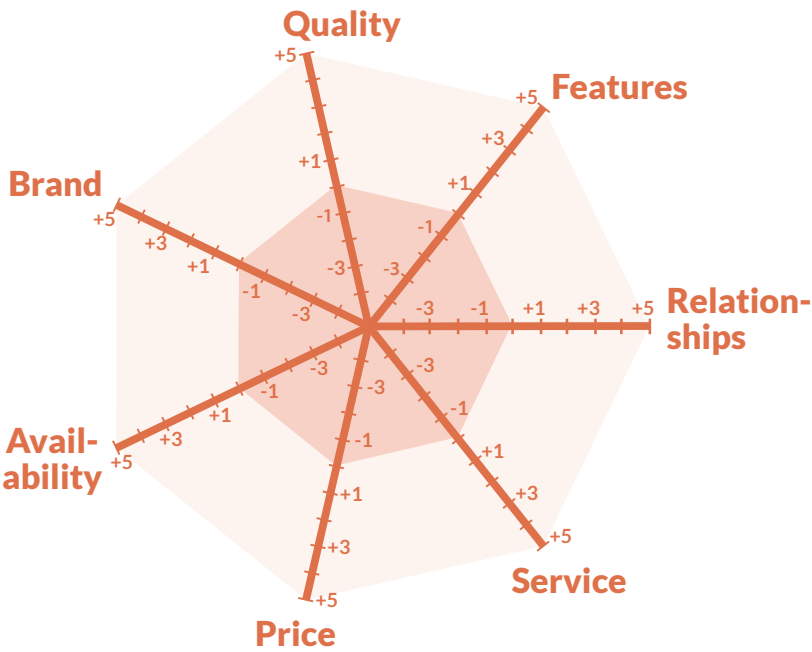


CURRENT STATE

Gap Analysis|Benchmarking

FEATURE/ATTRIBUTE	COMPETITOR			
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				



-5: Competitive Disadvantage; 0: Neutral; +5: Competitive Advantage

COMMON STRATEGIES

PRODUCT LEADERSHIP

CUSTOMER INTIMACY

OPERATIONAL EXCELLENCE

FUTURE VISION

Manufacturing Goals + Product Goals + Marketing Goals = Future Vision Goal

Manufacturing Objectives

Transfer to BH Plan & BH Strategy

Goals

Product Objectives

Transfer to BH Plan & BH Strategy

Goals

Marketing Objectives

Transfer to BH Plan & BH Strategy

Goals

Dimension	Value
Quality	+1
Features	+3
Relationships	+1
Service	+1
Price	+1
Availability	+1
Brand	+1

-5: Competitive Disadvantage; 0: Neutral; +5: Competitive Advantage

THE SEVEN DIMENSIONS OF COMPETITIVENESS

- QUALITY:** Durability, reliability, aesthetic design, materials.

**FEATURES:** Functionality, effectiveness, fit-for-use, ease of use.

**AVAILABILITY:** Time- or location-based convenience, quick, efficient.

**PRICE:** Low price, low cost (operational efficiency or high utilization).
- BRAND:** Name recognition, association, reputation.

**SERVICE:** On-time delivery, service, helpful support

**RELATIONSHIPS:** Trusted advisor, partner, non-transactional.