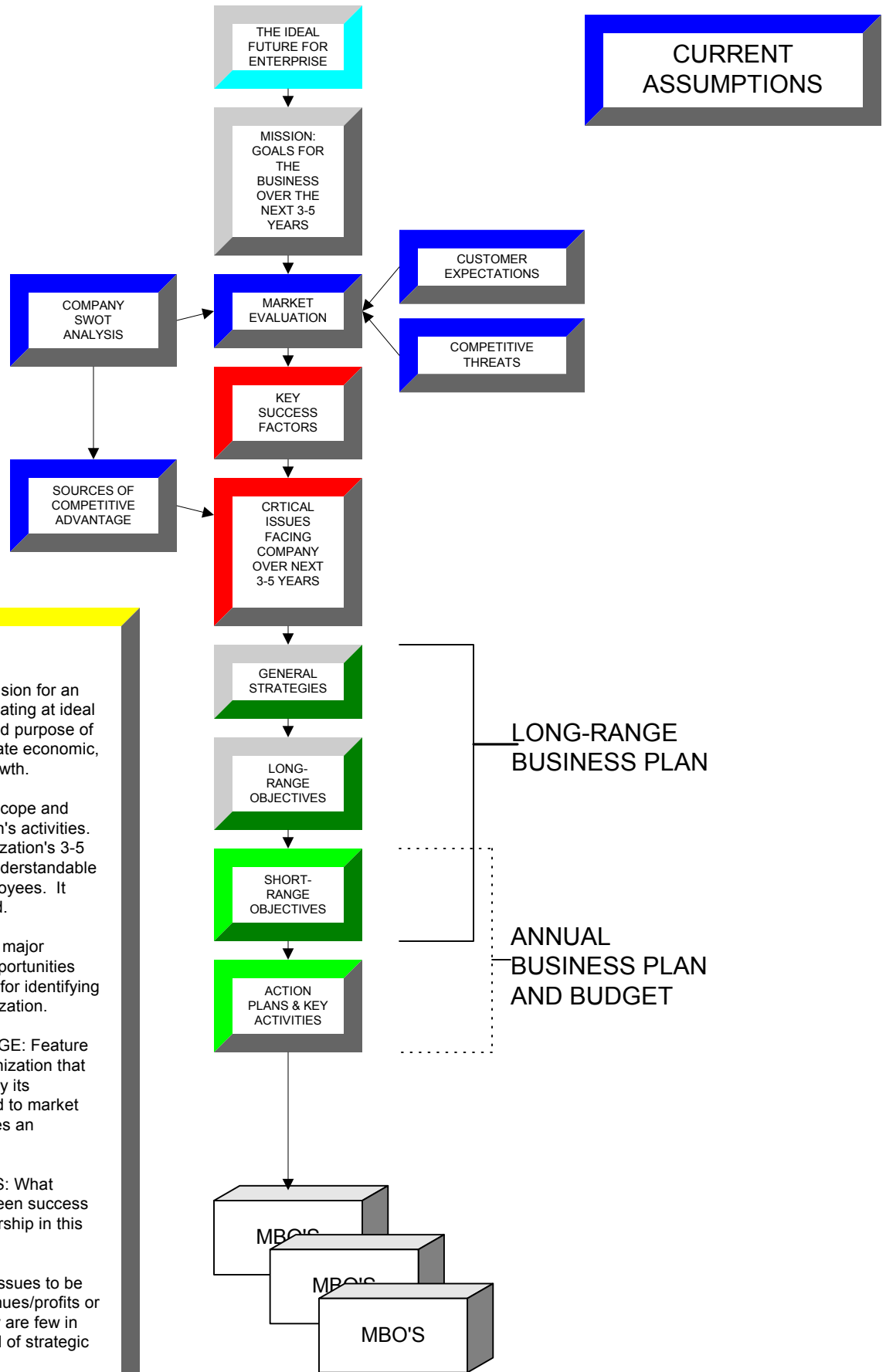


MARKET-DRIVEN STRATEGIC PLANNING PROCESS



DEFINITION OF TERMS

IDEAL FUTURE: It is the vision for an organization. It is about creating an ideal preferred future with a grand purpose of greatness. It should stimulate economic, personal and customer growth.

MISSION: Addresses the scope and direction of the organization's activities. It should include the organization's 3-5 year goals. It should be understandable and memorable to all employees. It should come from the mind.

SWOT: Process to identify major strengths, weaknesses, opportunities and threats. It is the basis for identifying critical issues for an organization.

COMPETITIVE ADVANTAGE: Feature or competence of the organization that can not be readily copied by its competitors and could lead to market leadership. Usually involves an organization's strengths.

KEY SUCCESS FACTORS: What makes the difference between success and failure at market leadership in this business.

CRITICAL ISSUES: Major issues to be resolved to avoid lost revenues/profits or missed opportunities. They are few in number, high in priority and of strategic importance.