

	Step	Content	Prime Owner
Strategy	1. Vision	<ul style="list-style-type: none"> • <i>The wave to ride</i> • <i>Goal (Overall, details)</i> • <i>Core contribution and values</i> 	CEO
	2. Customer needs, channels of distribution	<ul style="list-style-type: none"> • <i>Customer segments (needs, opportunities)</i> • <i>Distribution channels (needs, opportunities)</i> 	CSO
	3. Competitive situation and trend	<ul style="list-style-type: none"> • <i>By customer segment</i> • <i>By distribution channel</i> 	CSO
	4. Necessary products and services	<ul style="list-style-type: none"> • <i>By customer segment</i> • <i>By distribution channel</i> 	CPO
	5. Products and services strategies	<ul style="list-style-type: none"> • <i>Product life cycle plan per product (price/performance/time)</i> • <i>Product channel-, manufacturing-, services</i> • <i>Partners, purchase plan</i> 	CPO
	6. Financial analysis and plan	<ul style="list-style-type: none"> • <i>Financial model</i> • <i>Risk analysis</i> 	CFO
Operational Plan	7. Operational goals (2-5 years) and plans	• <i>Top level operational sales plan</i>	CSO
		• <i>Sub level operational sales plans</i>	SM
		• <i>Same for products, manufacturing, ...</i>	Unit Mgrs

Adapted from Sarv Singh Soin, "Total Quality Essentials", McGraw Hill