

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

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