



Designed by: \_\_\_\_\_

Date: \_\_\_\_\_

Identifying the target



Headquarters /  
Corporate / Support  
functions

Name of the target department / user / segment:

\_\_\_\_\_



Production

Name of the target department / user / segment:

\_\_\_\_\_



Customers /  
users

Name of the target department / user / segment:

\_\_\_\_\_



New markets

Name of the target department / user / segment:

\_\_\_\_\_