KU Bookstore Improvements

# 👁Vision

# Start by describing your company’s main vision. This is the primary goal that unites each product goal and team member’s work.

# 🚀 Mission

Explain the goal for each of your company’s products and how it helps achieve your company's main vision. Each product goal should be measurable and achievable

# 🔮 Strategies

Step 2. Shape your strategy

Now that you’ve explained your vision, you’re ready to form strategies that help your team achieve long-term goals. Start by thinking about your industry, your products, and your team. What makes your company stand out from the competition?

Identify your company’s completive advantages. Then decide how to transform those strengths into actionable strategies to help you achieve your goals.

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| Competitive Advantage | Product Strategy |
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# 💖 Customer values

Step 3. Value customers

Before you kick off new projects, prioritize your work by focusing on the customer experience. Use our template to identify the qualities about your company and products that are most valuable to your customers. Try it out to develop strategies to target specific customer segments.

List reasons why customers should use your company’s products or services. Organize your list by prioritizing values that are most important to your customers and most beneficial to your business needs.

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| Priority | Customer Value |
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