

Map Strategic Choices



STEP 2: MAP STRATEGIC CHOICES.

ACTION FIELDS

Including, scope of offering, type of customer, channel, pricing, logistics, source of competitive advantage, etc.

Consumers'
Life Style

Ecology

Distribution

Innovation

ALTERNATIVES

List all alternative choices you have in each action field.

For example your offering may include only to produce a product or to produce the product and offer a range of value added services.

Or your competitive advantage might be base on price or on quality.

Your logistics could leverage own your own fleet of trucks or on

MPF communicates on the possibility of having an eco-friendly garden at home

MPF only offers rustic and organic seeds

MPF opens sales to individuals and professionals

MPF offers increasingly groundbreaking garden pots

MPF offers a totally autonomous garden pot → No need for human care facing temporal famine

Ratification of good quality seeds because of climate change → close

MPF expands its sales to international

MPF doesn't democratize enough the use of its high-tech pot

MPF reduces the price of their garden pot for people who don't earmark their budget for this type of product

MPF reduces the price of a garden pot for people interested by climate change but not ready to make the financial effort

MPF adds chemical products to grow the herbs faster

MPF offers increasingly customizable and personify objects

Rural exodus: no need for a garden pot → close

MPF communicates more on their eco-friendly image for people not according enough importance to climate change

Marketing of garden boxes by supermarkets: lower prices → MPF loses market shares

MPF faces a reject of innovation: desire to return to traditional gardening methods → close

The four strategies



A

MPF IS ON
TRACK FOR
SUSTAINABLE
DEVELOPMENT

B

MPF TARGETS A
WIDER
AUDIENCE

C

MPF TRIES TO
FACILITATE AND
MAKE MORE
EFFICIENT THE
USE OF THE
PRODUCT

D

MPF'S FAILURE