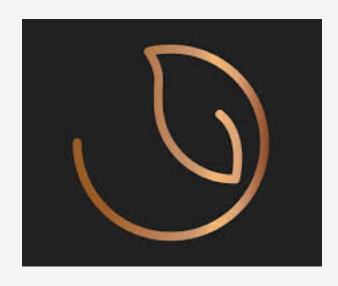
Map Strategic Choices



STEP 2: MAP STRATEGIC CHOICES.

ACTION FIELDS

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

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

Consumers' Life Style

Ecology

Distribution

Innovation

MPF communicates on the possibility of having an ecofriendly garden at home

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

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

Rural exodus: no need for a garden pot → close

MPF only offers rustic and organic seeds

Ratification of good quality seeds because of climate change → close

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

MPF communicates more on their eco-friendly image for people not according enough importance to climate change MPF opens sales to individuals and professionals

MPF expands its sales to international

MPF adds chemical products to grow the herbs faster

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

MPF offers increasingly groundbreaking garden pots

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

MPF offers increasingly customizable and personify objects

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

The four strategies

MPF IS ON TRACK FOR SUSTAINABLE DEVELOPMENT

MPF TARGETS A
WIDER
AUDIENCE

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

PRODUCT

D

MPF'S FAILURE

