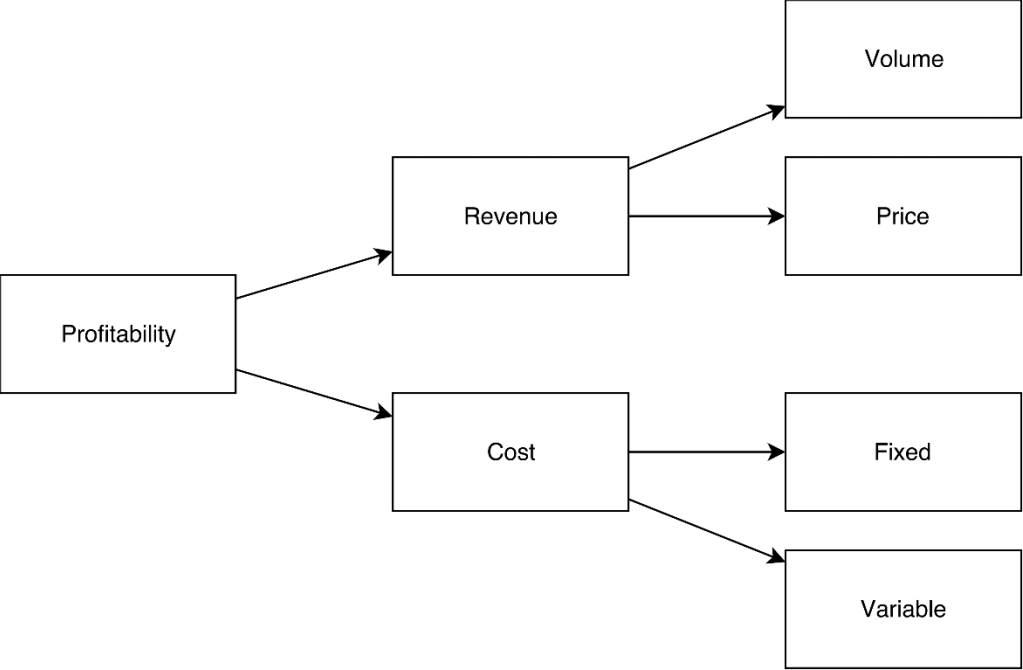
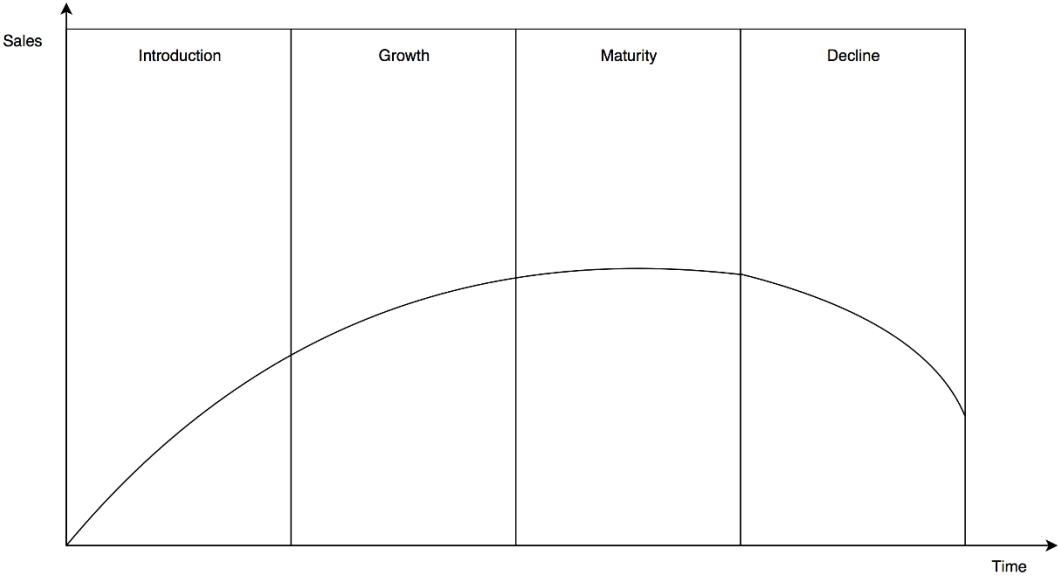
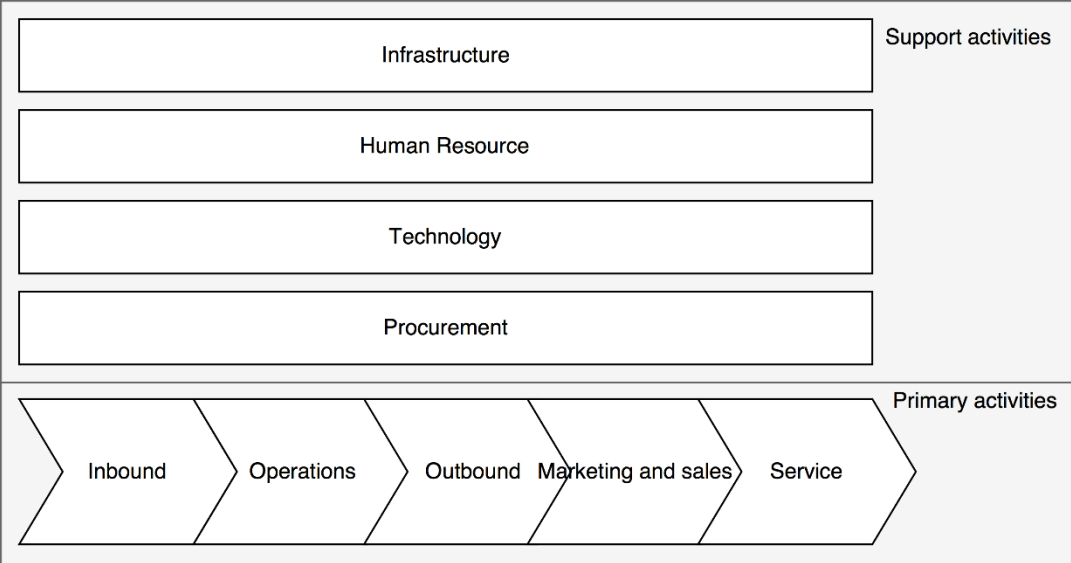


Business issues	Potential framework
Profitability	 <pre>graph TD; Profitability[Profitability] --> Revenue[Revenue]; Profitability --> Cost[Cost]; Revenue --> Volume[Volume]; Revenue --> Price[Price]; Cost --> Fixed[Fixed]; Cost --> Variable[Variable];</pre>

Business issues	Potential framework									
Market expansion	<div><div>Market</div><table><tr><td>New</td><td>Market Development</td><td>Diversification</td></tr><tr><td>Existing</td><td>Market Penetration</td><td>Product Development</td></tr><tr><td></td><td>Existing</td><td>New</td></tr></table><div>Product</div></div>	New	Market Development	Diversification	Existing	Market Penetration	Product Development		Existing	New
New	Market Development	Diversification								
Existing	Market Penetration	Product Development								
	Existing	New								

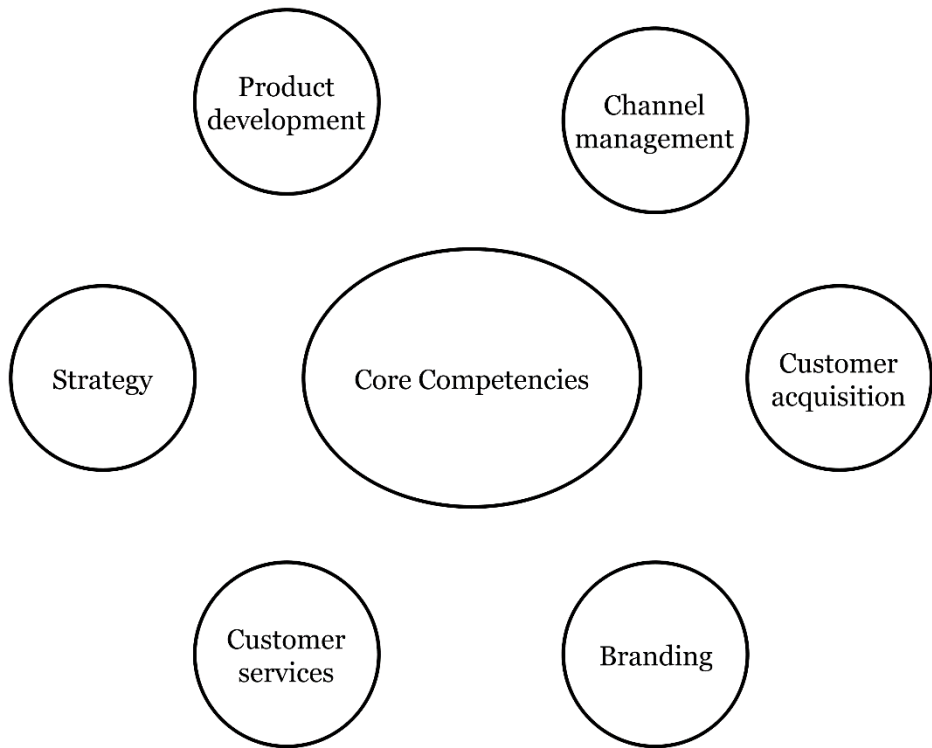
Business issues	Potential framework
Opportunity assessment	 <p>The graph illustrates the product life cycle, plotting Sales (Y-axis) against Time (X-axis). The cycle is divided into four distinct stages, each represented by a vertical column:</p> <ul style="list-style-type: none">Introduction: The initial stage where sales begin to rise from zero.Growth: The stage of rapid sales increase.Maturity: The stage where sales reach their peak and begin to level off.Decline: The final stage where sales begin to fall. <p>The curve starts at the origin (0,0), rises through the Introduction and Growth stages, reaches its maximum point in the Maturity stage, and then declines in the Decline stage.</p>

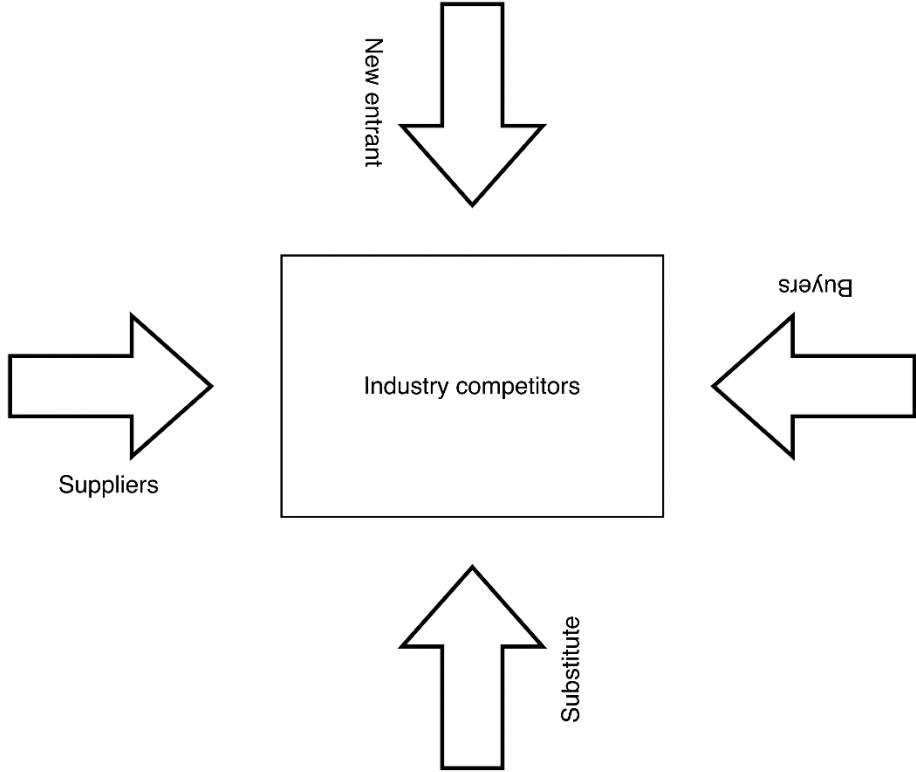
Business issues	Potential framework
Business unit	 <p>The diagram illustrates Porter's Generic Strategies framework, which is divided into two main sections: Support activities and Primary activities.</p> <p>Support activities: This section is represented by a light gray rectangular box on the right. It contains four horizontal white boxes stacked vertically, each representing a different support activity: Infrastructure, Human Resource, Technology, and Procurement.</p> <p>Primary activities: This section is represented by a light gray rectangular box on the right. It contains a horizontal sequence of five chevron-shaped boxes pointing to the right, each representing a different primary activity: Inbound, Operations, Outbound, Marketing and sales, and Service.</p>

Business issues

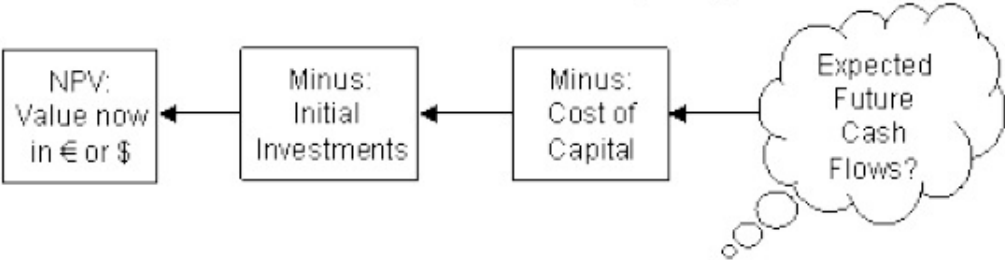
Potential framework

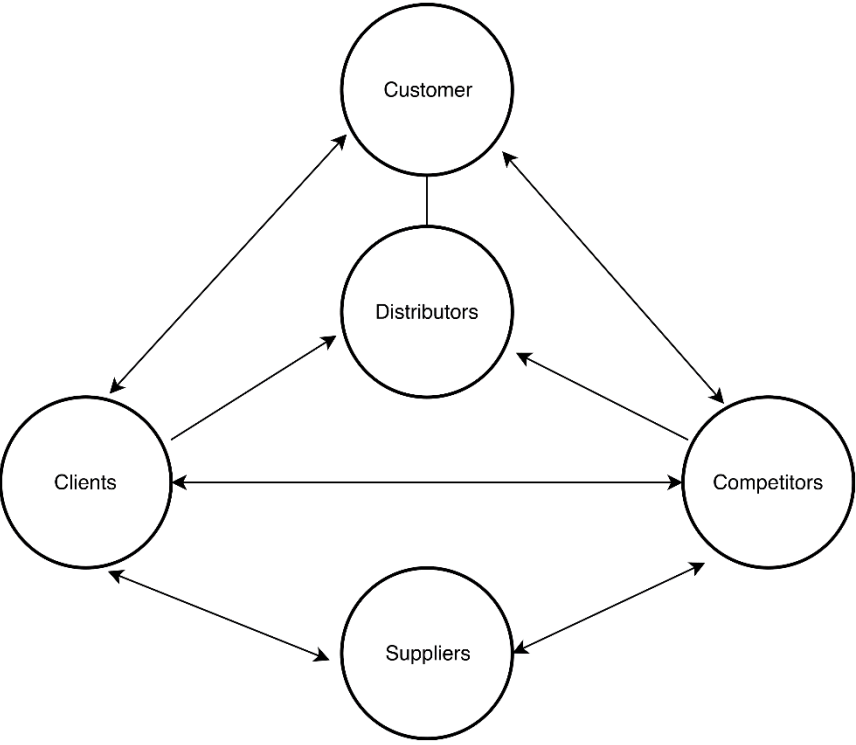
Business unit (Continued)



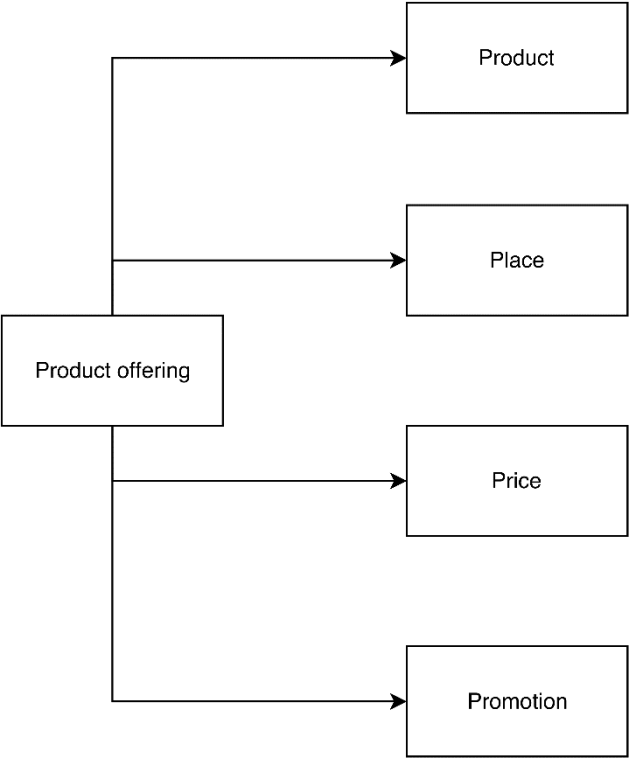
Business issues	Potential framework
Market/industry analysis	 <p>The diagram illustrates Porter's Five Forces, a framework for analyzing the competitive environment of an industry. At the center is a rectangular box labeled "Industry competitors". Surrounding this central box are four arrows, each representing a different force:</p> <ul style="list-style-type: none">New entrant: A large downward-pointing arrow located above the central box, with the text "New entrant" written vertically to its left.Suppliers: A large rightward-pointing arrow located to the left of the central box, with the text "Suppliers" written below it.Buyers: A large leftward-pointing arrow located to the right of the central box, with the text "Buyers" written above it.Substitute: A large upward-pointing arrow located below the central box, with the text "Substitute" written vertically to its right.

Business issues	Potential framework
Market/industry analysis	<div><div>Market growth</div><div>High</div><div>Low</div><div>Question marks</div><div>Stars</div><div>Dogs</div><div>Cash cows</div><div>Low</div><div>High</div><div>Market share</div></div>

Business issues	Potential framework
Valuation	<p data-bbox="1625 525 2084 568">Net Present Value (NPV)</p>  <pre> graph RL A(Expected Future Cash Flows?) --> B(Minus: Cost of Capital) B --> C(Minus: Initial Investments) C --> D(NPV: Value now in € or \$) </pre> $ \text{NPV} = \frac{\text{Sum of Expected Cash Flows For Each Period}}{(1 + \text{Discount Rate})^{\text{Period (year)}}} - \text{Initial Investment} $

Business issues	Potential framework
Competitive analysis	 <pre>graph TD; Customer <--> Distributors; Distributors <--> Clients; Clients <--> Suppliers; Suppliers <--> Competitors; Competitors <--> Customer; Clients <--> Competitors; Distributors <--> Suppliers;</pre> <p>The diagram illustrates a potential framework for competitive analysis, showing the relationships between five key business entities: Customer, Distributors, Clients, Competitors, and Suppliers. The entities are arranged in a diamond shape, with Distributors at the top, Suppliers at the bottom, Clients on the left, and Competitors on the right. Double-headed arrows indicate mutual relationships between all adjacent nodes and between the central nodes (Distributors and Suppliers) and the outer nodes (Customers and Competitors).</p>

Business issues	Potential framework									
Competitive analysis (Continued)	<table><tr><td></td><td>Helpful</td><td>Harmful</td></tr><tr><td>Internal</td><td>Strength</td><td>Weakness</td></tr><tr><td>External</td><td>Opportunity</td><td>Threats</td></tr></table>		Helpful	Harmful	Internal	Strength	Weakness	External	Opportunity	Threats
	Helpful	Harmful								
Internal	Strength	Weakness								
External	Opportunity	Threats								

Business issues	Potential framework
Marketing strategy	 <pre>graph LR; A[Product offering] --> B[Product]; A --> C[Place]; A --> D[Price]; A --> E[Promotion];</pre>