```
┌─────────────┐
│ Reduce price│─────────┐
└─────────────┘          │
                          ▼
┌─────────────┐    ┌──────────────┐    ┌──────────────────┐           ┌──────────────┐    ┌──────────────┐
│Expand market│───▶│   Understand  │───▶│    Identify       │───▶ ◆ ───▶│   Identify    │───▶│ Develop plan │
└─────────────┘    │    options    │    │  opportunities    │ Select │   resource    │    └──────────────┘
                    └──────────────┘    │  for each options │ option │ requirements  │
┌─────────────┐          ▲              └──────────────────┘           └──────────────┘
│Expand        │─────────┤
│business      │         │
└─────────────┘          │
                          │
┌─────────────┐          │
│ Reduce cost │──────────┘
└─────────────┘
```

Reduce price

Expand market

Expand business

Reduce cost

Understand options

Identify opportunities for each options

Select option

Identify resource requirements

Develop plan

```
                    Improve Huntsman
         How  ◄────   profitability   ────►  Feasible
          │                  │                 │
    ┌─────┼─────┐            │            ┌────┴────┐
    ▼     ▼     ▼            ▼            ▼         ▼
Reduce  Increase  Reduce    Why         Yes        No
price   volume    cost                   │          │
          │                              ▼          ▼
      ┌───┴───┐                     Recommend   Recommend
      ▼       ▼                      options    alternatives
   Expand   Develop
   market   business
```

- Improve Huntsman profitability
  - How
    - Reduce price
    - Increase volume
      - Expand market
      - Develop business
    - Reduce cost
  - Why
  - Feasible
    - Yes
      - Recommend options
    - No
      - Recommend alternatives