

MEMORANDUM

From: VP Strategy

To: Henry Morgan

Subject: Possible Functional Actions

Henry, as you are aware I recently attended a conference on taking an offering up the secular growth curve. In the course of the Conference I came across the attached list. As far as I can tell these items are the ones you should consider.

As far as I can gather, the list is correct but each action has a different effect in each period. They act by increasing your competence and market legitimacy as perceived by the customer.

I am afraid I was not able to find the sequence. That I guess is the challenge facing your team. As far as I can tell the list contains all the Actions required. You will need to reassess which items are appropriate each period. Some may carry over from one period to the next, others will not.

Regards

SUGGESTED ACTIONS FOR SECULAR GROWTH CURVE

MARKETING			
Undertake extensive market research using agency resources			
Internal group discussions building market size and structure scenarios			
Develop a market positioning that distinguishes your offering from the firm's historical offerings			
Develop a market positioning that distinguishes you from competitive set and reference competitor(s)			