Pizza Company Example

«Vision»
Be the city's favorite pizza place.

«MakesOperative»

«Mission»
Provide pizza to customers city-wide.

«Amplifies»

«Goal»
To deliver pizzas in an expedient amount of time.

«ChannelsEffortsTowards»

«Strategy»
Deliver pizzas to the location of the customer's choice.

«Quantifies»

«Implements»

«Objective»
By January 1, 2007, 95% on-time pizza delivery.

«ChannelsEffortsTowards»

«Tactic»
Hire drivers with their own vehicles to deliver pizzas.

«SupportsAchievementOf»

«BusinessRule»
Pizzas may not be delivered beyond a radius of 30 miles.