








<div>  <div> <b>Products/ Segments</b> </div> </div>	<div>  <div> <b>Efficiency</b> </div> </div>	<div>  <div> <b>Value</b> </div> </div>	<div>  <div> <b>Competition</b> </div> </div>	<div>  <div> <b>Actions</b> </div> </div>
<div> <div>★★★ Premium</div> <div>★★ Medium</div> <div>★ Low</div> </div>				
<div>  <div> <b>Objectives</b> </div> </div>			<div> <div>  <div> <b>Forecast</b> </div> </div> <div> <div>Costs:</div> <div>FX rates:</div> <div>Inflation:</div> </div> </div>	