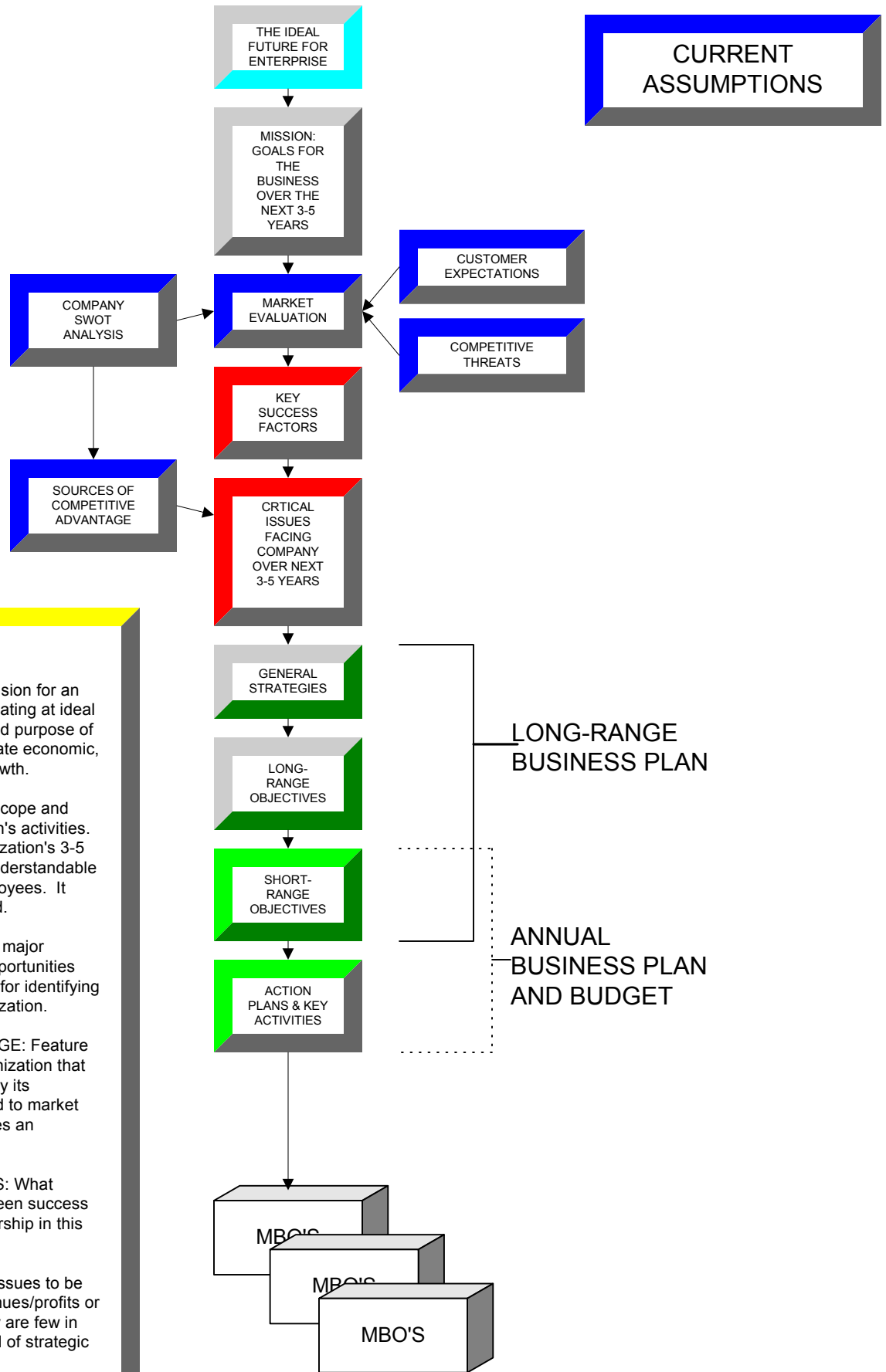


**MARKET-DRIVEN STRATEGIC PLANNING PROCESS**



**DEFINITION OF TERMS**

**IDEAL FUTURE:** It is the vision for an organization. It is about creating an ideal preferred future with a grand purpose of greatness. It should stimulate economic, personal and customer growth.

**MISSION:** Addresses the scope and direction of the organization's activities. It should include the organization's 3-5 year goals. It should be understandable and memorable to all employees. It should come from the mind.

**SWOT:** Process to identify major strengths, weaknesses, opportunities and threats. It is the basis for identifying critical issues for an organization.

**COMPETITIVE ADVANTAGE:** Feature or competence of the organization that can not be readily copied by its competitors and could lead to market leadership. Usually involves an organization's strengths.

**KEY SUCCESS FACTORS:** What makes the difference between success and failure at market leadership in this business.

**CRITICAL ISSUES:** Major issues to be resolved to avoid lost revenues/profits or missed opportunities. They are few in number, high in priority and of strategic importance.