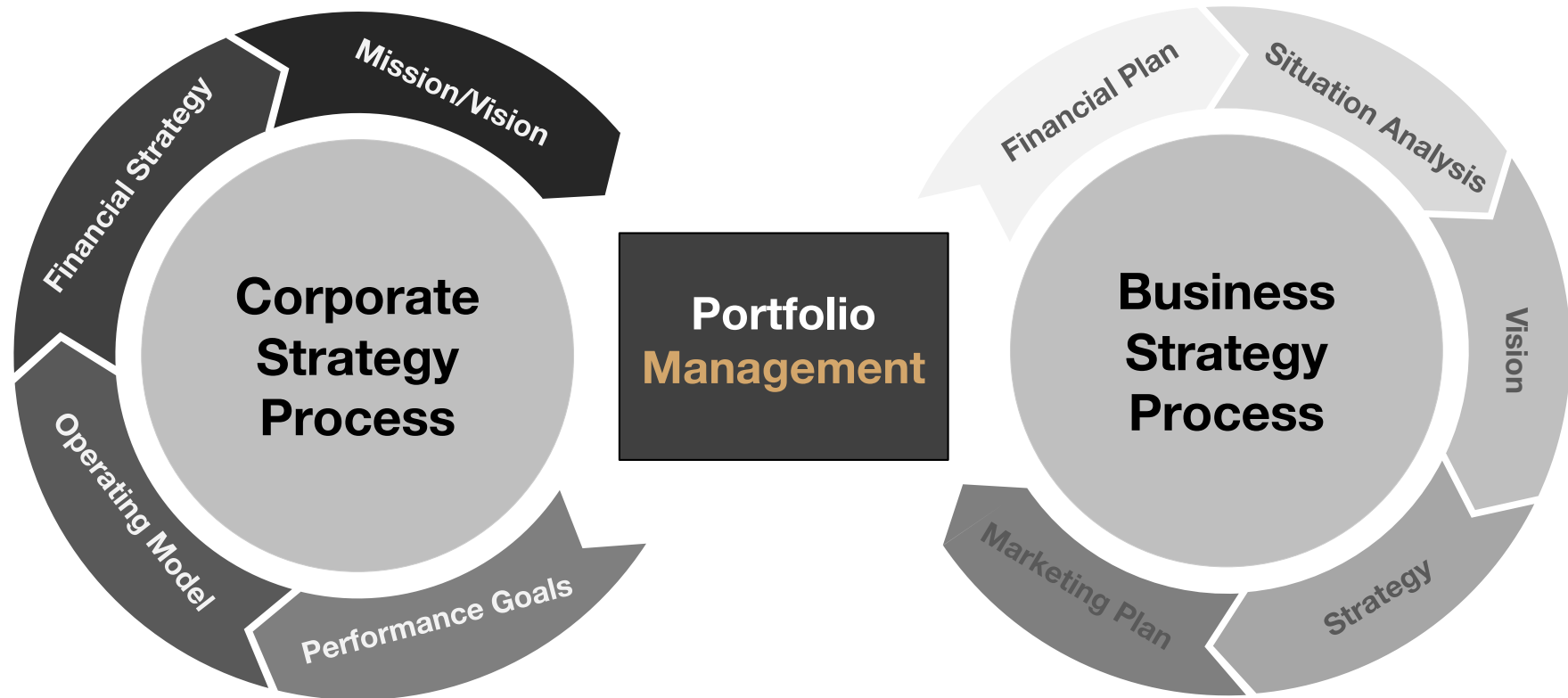




Strategic Management Process - Approach



Question 1 – *What businesses should we be in and how does this combination create advantage?*

Question 2 – *How do we compete to win?*