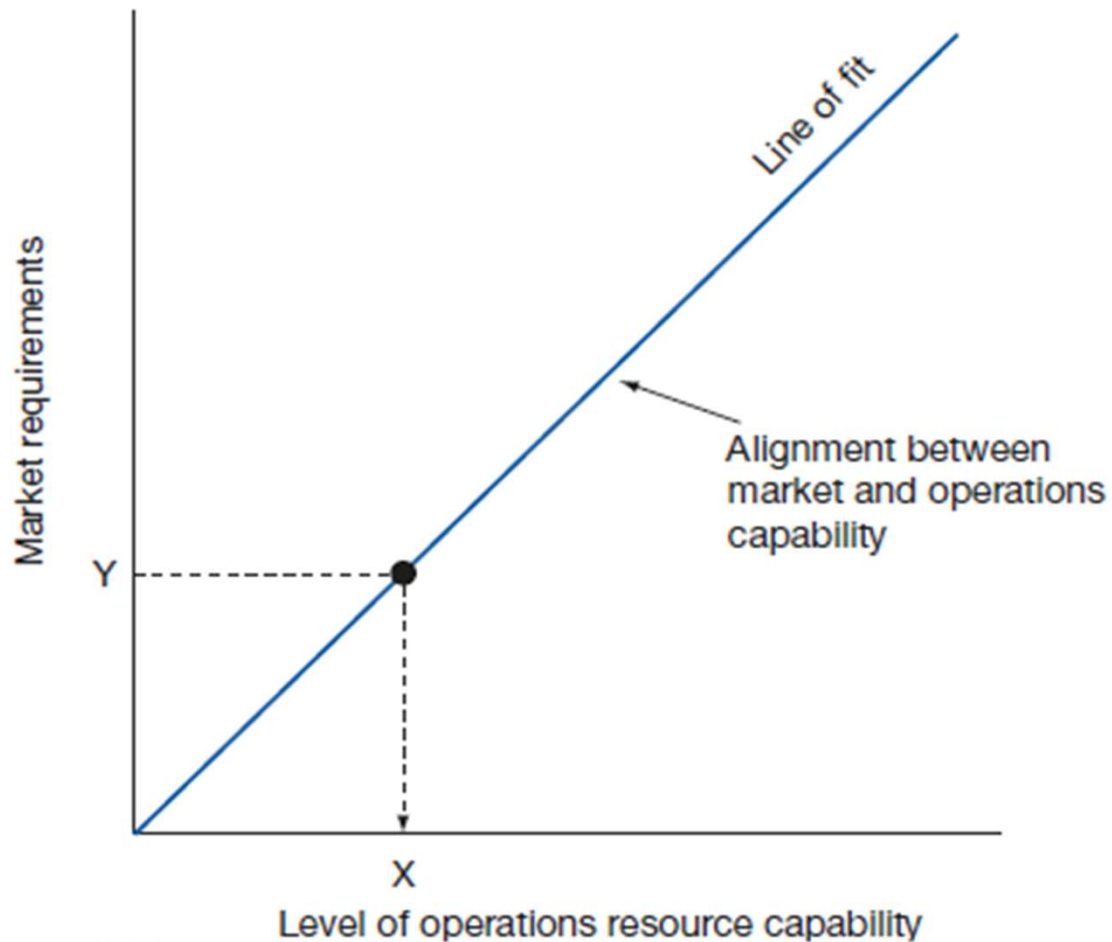




Operations Strategy

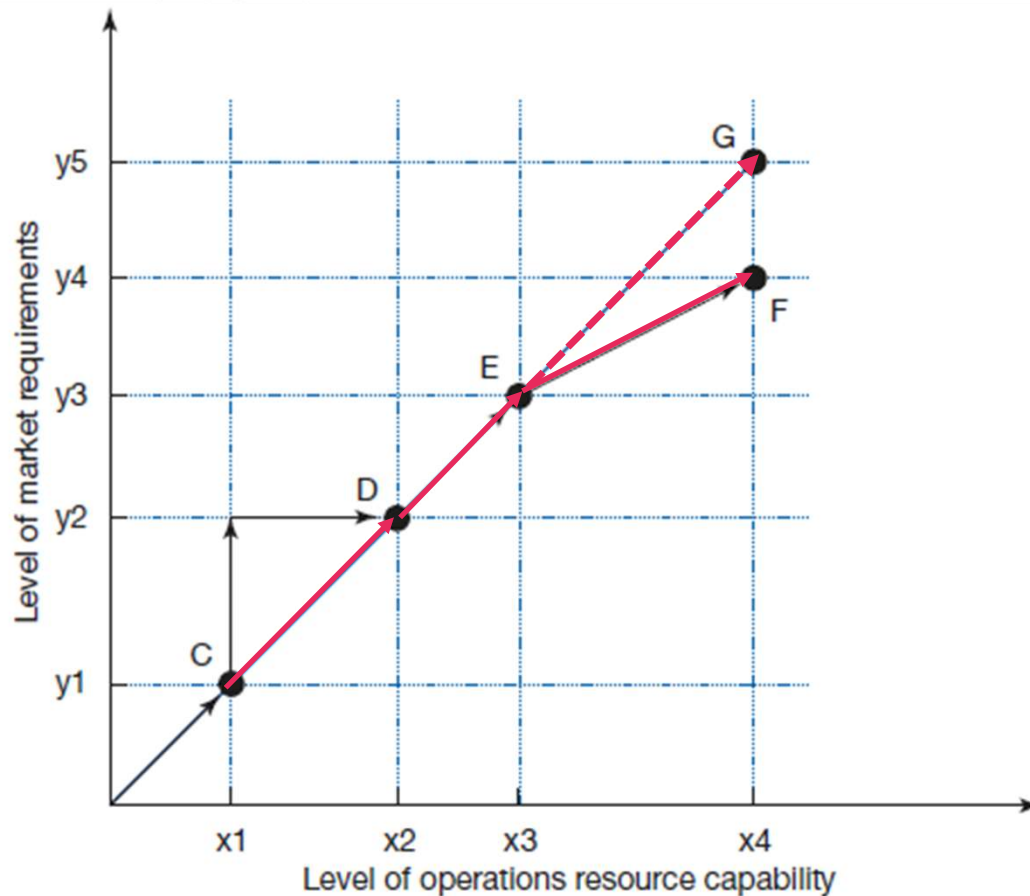
In operations strategy 'fit' is the alignment between market and operations capability



Movement up in **Y-axis** indicates enhanced level of market performance, reflecting factors such as strength of brand/reputation, degree of differentiation.....

Position on **X-axis** will be determined by factors such as resource efficiency, process control, innovation and so on.

In operations strategy 'fit' is the alignment between market and operations capability



Transition from point C to D indicates improving capability to match the market requirements

...Over time market requirements shifting from y2 to y3, added underlying capabilities.

This incremental growth phase is represented by the transition from point 'D to E'

Position 'F' indicates a need to meet 'y4' requirements