



HF PROGRESS AB

Business Development and Marketing

Book 3

Objective and Strategy

Business Development and Marketing – Objective and Strategy

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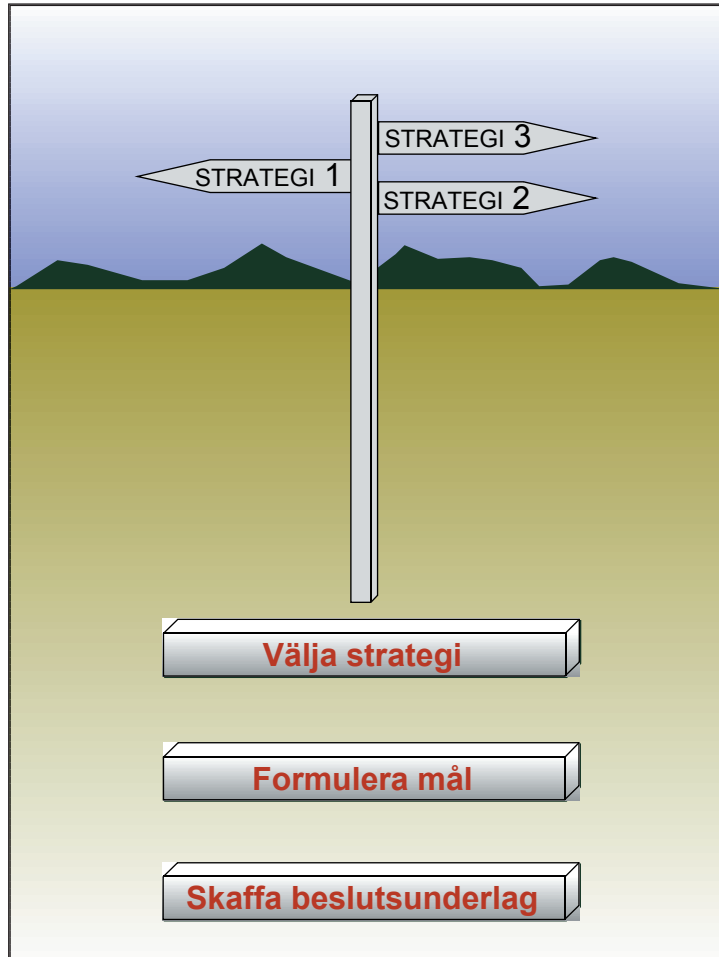
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CHOICE OF STRATEGY

Choice of Direction



Strategic Business Models

Current Situation Alternative

- Good profitability
- No need to expand
- Market orientation sufficient
- Future feels relatively secure

Offensive Strategy

- Perception of inferiority
- Not working to our mission statement
- Desire to expand
- Demands for better profitability
- See market opportunities

Cost Superiority

- low product cost
- strict cost control
- large volume
- rational production
- no marginal customers
- low cost of sales

Differentiation/Positioning

- products perceived differently
- customer influence in a certain direction

Focusing

- product segment
- market segment
- satisfy a certain customer category better than the competition
- cap sales volume
- can affect profitability

Defensive Strategy

- Clear-out
- Alienation
- Reduced turnover

Forming a Strategy

We form our business strategy as follows:
