

**Other Assets****Contacts and connections**

- association memberships
- partnerships
- advisers
- financial institutions
- government contacts
- political linkages

**Distribution channels****Reputation and good will**

- public image

**Strategic Objectives****Domestic markets**

- growth
- profitability
- market share

**Foreign markets**

- new market penetration
- possible targets

**New business opportunities**

- improvements to existing offerings
- new products or services
- new lines of business

**Marketing**

- positioning strategy
- internal capabilities
- external suppliers
- advertising channels
- advertising techniques
- marketing channels
- marketing techniques