

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