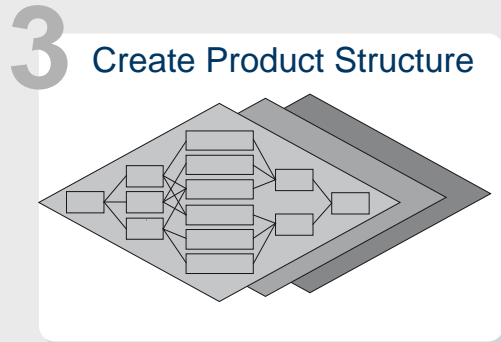
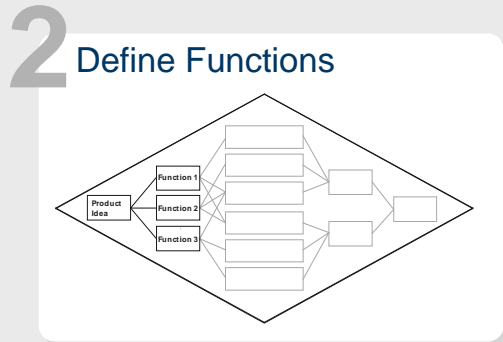
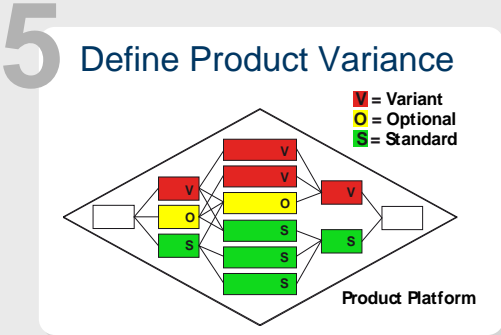
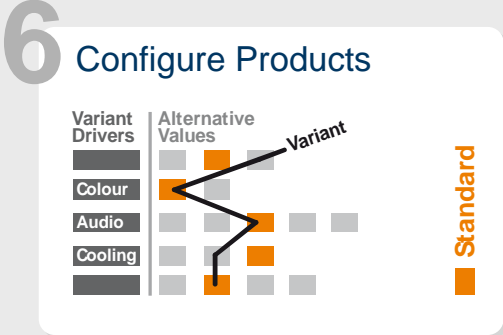
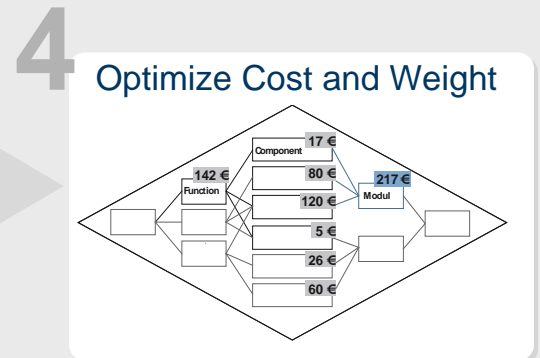
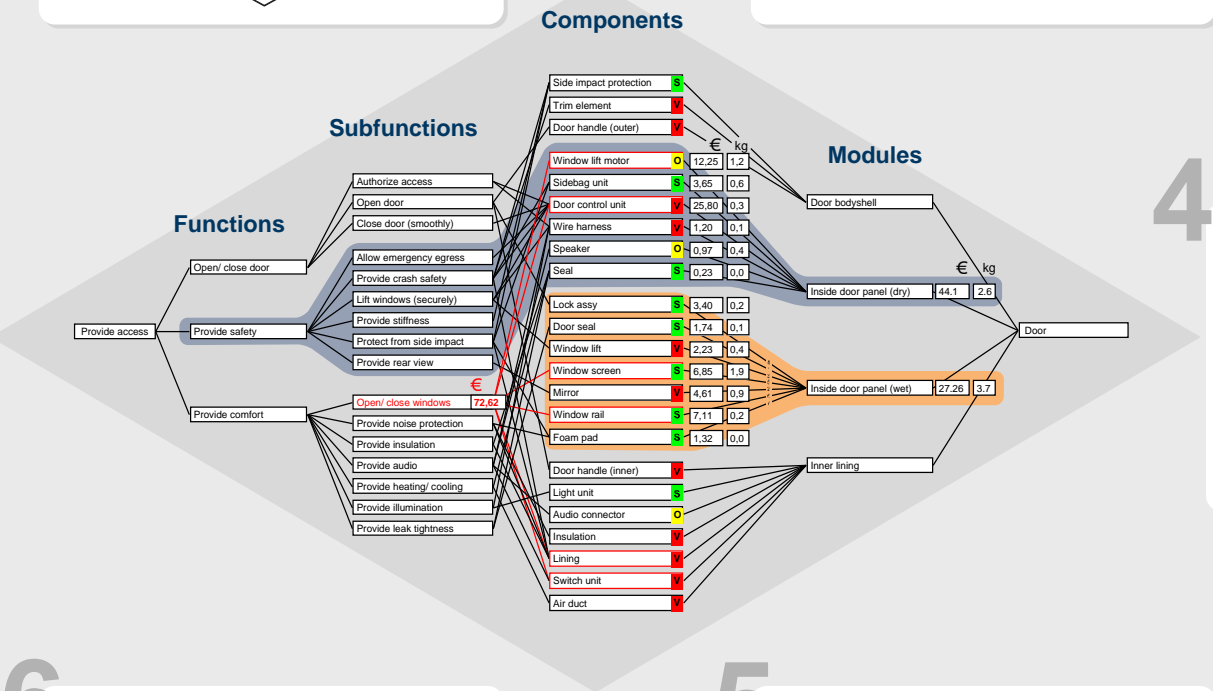


## 1 Identify Requirements

- Customer requirements
- Strengths and Weaknesses
- Technology and product strategy
- Future Scenarios
- Market and competitor analysis



## 7 Make or Buy Concept and Supplier Structure



complexity made transparent