Development As A Business

Strategic Intent/Vision

- What does the customer want?
- What is the customer willing to pay?
  - Price premium
  - How can we leverage customer relationships?
    - Trust (fairness and reliability)
    - How can we surmount competition?

Strategic Positioning

- Competitive Advantage for Value Creation
  - Revenues, costs, risks

Co-alignment

- What are our inimitable resources and capabilities?
- What critical constraints do we face?
  - Information?
  - Infrastructure?
  - Knowledge/education?
  - How can we surmount these?
    - Partnerships

Asset Deployment

- How can we create appropriate incentives?
  - Ownership
  - Property rights
  - Governance & organization structure?
    - Stakeholders and gains.
    - Distribution channels?
  - Information systems?
  - Processes for learning?

Implementation

Coordination

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