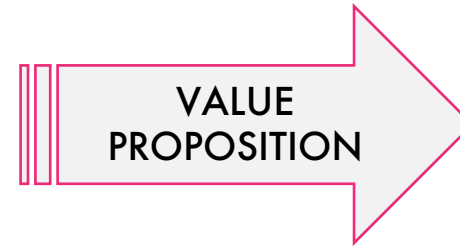


# THE STRATEGY GROUP'S VALUE PROPOSITION DESIGN TOOL™

## ORGANISATION



## CUSTOMER

