

Realise the Vision – version 1.5

MARKETING STRATEGY

Incorporating Internal & Customer Perspectives

Comprising of a **Customer Value Proposition** and a **Customer Management Process**

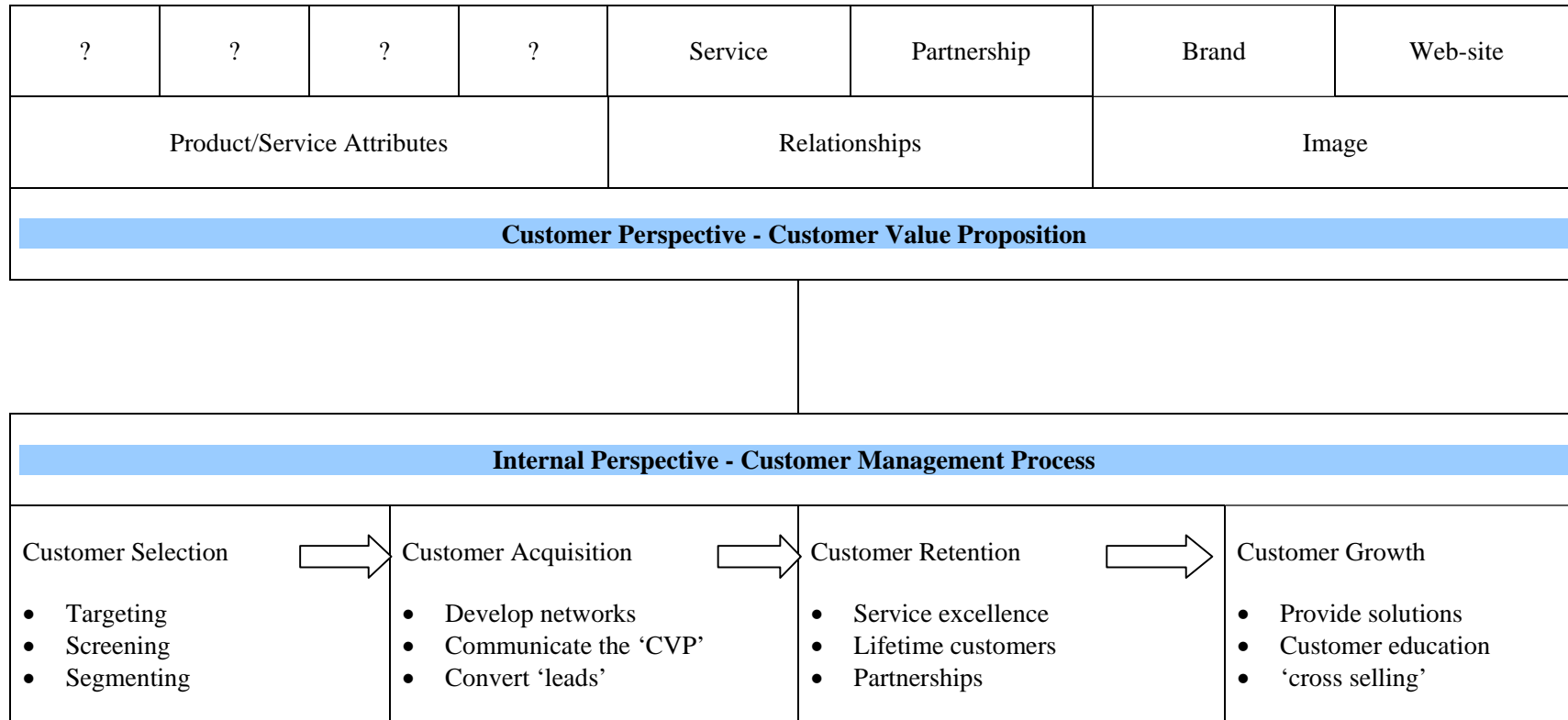


Figure 2