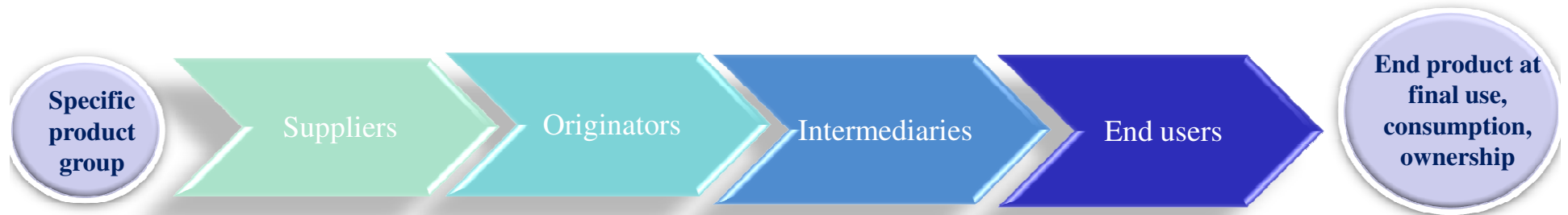


Go-to-Market strategy relies on making the best choices re what we sell, to whom, via whom



Before determining Value Chain structure and strategy, define market(s)

Specific product group



End product at final use, consumption, ownership

End user at final use, consumption, ownership

Value Chain structure model..... for each end user - market

