



	Short Term	Mid Term	Long Term
Strategic Focus	★ Employee Engagement - Alignment	Collaboration	Prioritization
Customer Needs	- Timeliness & Responsiveness - Personalization & Customization	- Convenience and Ease of Use - Product/Service Quality	★ Trust & Security
Marketing	Segmentation	Branding and Positioning	- Data-driven Marketing ★ CRM Analysis
Partnership	- Strategic Alliances - Technology Partnerships	★ R&D - Supplier Cooperation	- Distribution Partnerships - Co-Marketing Partnerships
Operations	★ Operational Cost Optimization ★ Sustainability & Green Initiatives	- Talent Development - Scalability & Capacity Planning	- Agile Project Management ★ Digital Transformation