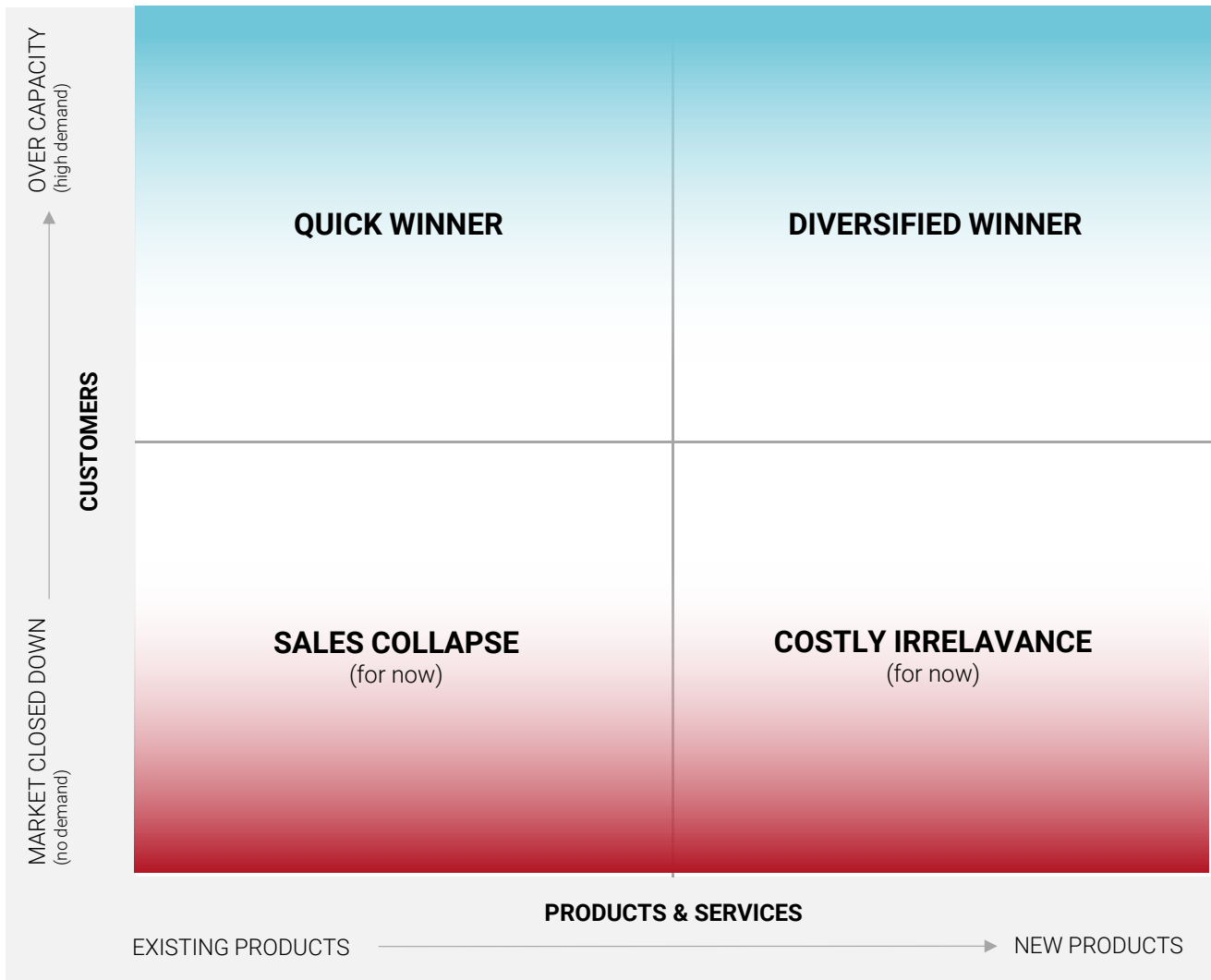


OPPORTUNITY MATRIX



Where do we currently fit in the matrix?

How can we turn ourselves into a quick winner?

What existing products can we sell to customers who are very busy right now?

If we can't become a quick winner, how can we become a diversified winner?

What new products can we source / create / innovate to sell to customers who are very busy right now?

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