



- Strategies**
- Flexibility
  - Differentiate the Product
  - Low Cost Leadership
  - Forward Integration
  - Communicate and collaborate
  - Buy out competition
  - Reduce industry over-capacity
  - Highlight own strength, brand power
  - Be data owner
  - Collaborate in different sectors

The arrow was used as a turning point within the circle - The idea behind this was using our Visual representation as a wheel of fortune