10/19/2004
EVENING.
TECHNOLOGY

- AIRPLANE MFG.
- FOOD, FUEL
- AIRPORTS

TRAVEL AGENTS

BACKWARDS VI
BUSINESS
ENVIRONMENT
**WHAT MOVES RIVALS MOST LIKELY TO MAKE**

<table>
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<tr>
<th>LIST</th>
<th>Comp.</th>
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6. WHAT ARE THE KSF's

1. 5-10 KSFs
2. JUSTIFY
3. ASSESS RIVAL'S CAPABILITIES ON EACH KSF
7. Is this industry attractive? What are its prospects for above average profitability?

Ind.

Growth potential

Does comp permit adequate profit potential
CH14

1. HOW WELL IS THE CURRENT STRATEGY WORKING?

MKT

VALUE

PRICE - COSTS

PROFITS

SCOPE

B

N
GFP
1
2
3
4