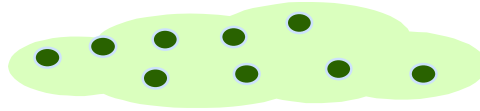
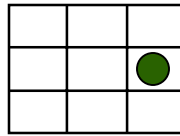


CLUSTER ANALYSIS IN 10 STEPS

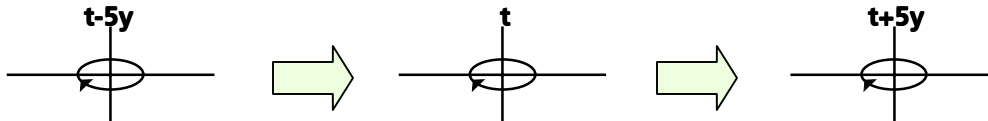
1-Cluster Mapping



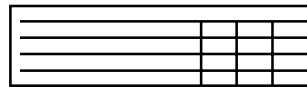
2-Strategic Segmentation



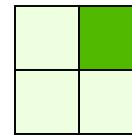
3-Segment Attractiveness' Evolution (5 F)



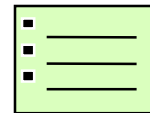
4-Advanced demand analysis



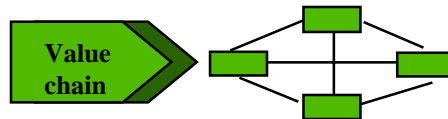
5-Generic Strategic Options for the future



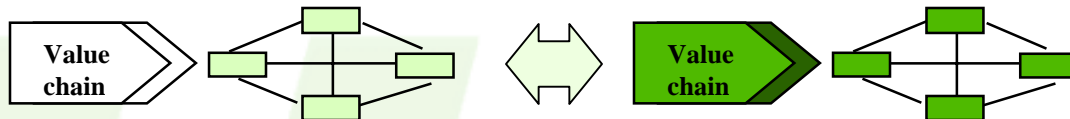
6-Key Success Factors for options



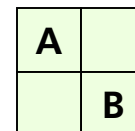
7-Ideal Value Chain and cluster Diamond for chosen option



8-Benchmarking our cluster against reference/ideal cluster



9-Feasible options for cluster companies by type



10-Areas to improve at company and cluster level

