# Keep one foot rooted Shift in strategic direction

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### Re-define your "grabber" feature?

### Time to re-consider your:

- Customer segment
- Competitive position
- Pricing

### Conduct some market research to:

- Identify customer pain points
- Understand what the competition is doing
- Assess how you can benefit from technology

## Change your business model

- Pricing
- Offering
- Technology
- Segment



Price Image Convenience Service Values



Back to basics Collaborate / partner New sector focus Use data for decision making Embrace technology