

| Analyse markets | | Develop an operations strategy | | |
|--|--|---|--|---|
| Agree markets | Determine market order-winners and qualifiers | Identify key strategic task | Review current performance and identify improvements | Prioritize investments and developments |
| Agree current and future markets in which to compete | Determine the order-winners and qualifiers for these markets | Identify key order-winners and qualifiers supported by operations and translate them into strategic tasks | Assess how well operations currently supports these strategic tasks and identify areas for improvement | Prioritize the investments and developments to improve support of strategic tasks |

Exhibit 4.1

Analysing markets and developing an operations strategy