

EXTERNAL FOCUS

Low interest rate
High inflation Currency exchange rates
Costs dual sourcing
Supply chain costs increase
Reavtive to digital changes
Useless ROI calculations
Store as pick-up point Up-selling
ugh ecommerce Cross-selling
Dull series to
vricing increases Pattern of consumption No need for Nielsen
Price elasticity products
Product allocation
NPS is non-linear Useless for analysis
Consumer genome Market of 1
More buyer knowledge Data privacy EU ban on cookies
Business Waterfall Legacy systems
ent Apps
curity Bring your own device Scrum & agile
Open source Ease of integration
The Great Resignation
of talents Increase of salaries
Working from home
ar from comfort zone Experience is useless
Open source
Copyrights
Product life cycle
chain Complexity reduction
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