

# The 12 Design Concerns of a Competitive Strategy

- #1 - Unsatisfactory situation that needs to be fixed, changed or resolved
- #2 - Strategic objective, or conditions of satisfaction, to be produced
- #3 - Current competitive situation: threats, obligations, opportunities
- #4 - New possibilities for thought and action
- #5 - The ultimate purpose of the strategy
- #6 - Inventories of practices or tactics that exist or can be acquired