## Enterprise

| $Y$ | $L$ | $Y$ | $I$ | $N$ | $V$ | $E$ | $S$ | $T$ | $M$ | $E$ | $N$ | $T$ | $A$ | $P$ | $P$ | $R$ | $A$ | $I$ | $S$ | $A$ | $L$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $C$ | $H$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $C$ | $B$ | $D$ | $C$ | $K$ | $S$ | $B$ | $D$ | $S$ | $M$ | $U$ | $T$ | $R$ | $G$ | $T$ | $Q$ | $P$ | $F$ | $V$ | $L$ | $O$ | $C$ |
| $C$ | $G$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $C$ | $Q$ | $O$ | $L$ | $H$ | $E$ | $A$ | $V$ | $H$ | $L$ | $V$ | $S$ | $Q$ | $M$ | $G$ | $Y$ | $H$ | $Q$ | $B$ | $A$ | $Z$ | $R$ |


| Branch | Brand | Competitive Advantage |
| :--- | :--- | :--- |
| Customer Service | Customers | Differentiator |
| Forecast | Infrastructure | Investment Appraisal |
| Location | Operations | Overheads |
| Payback | Revenue | Variable Costs |
| Worldwide |  |  |

