



GRAND Dimensional Paths™

Business Dimension (Market)

- **Industry Benchmarking** - assess your company's performance against others in your industry or market
- **Market Penetration** - keep track of increasing market share activity of an existing or a new product
- **Market Conditions** - characteristics of a market or industry, nature of the competitors, or level and intensity of competitiveness, market's growth rate and trends
- **Competitor information** - assess strengths and weaknesses of current and potential competitors as well as identify opportunities and threats

-- Gradient Fill represents our capabilities in-progress