

Strategy Definition Dashboard

[Sample Labnaf Dashboards](#)

Context Analysis & Diagnosis

CAD Internal Diagnoses

STRENGTH	
Core competencies	<ul style="list-style-type: none"> Public transportation Mobility solutions
What we are doing well	<ul style="list-style-type: none"> Ticketing anywhere on any device Multi modal hubs
Key differentiators	<p><i>Doing better or different than competition; Customer magnets</i></p> <ul style="list-style-type: none"> Mobile applications for customers and personnel
WEAKNESSES	
What we should improve	<ul style="list-style-type: none"> Punctuality Difficult for customers to find the best itinerary Customer retention Green transport Reduce IT redundancies and costs

CAD External Diagnoses

Macro-Environment (PESTEL Analysis)

Political	Economical	Socio-cultural
<ul style="list-style-type: none"> Mobility strategy and priorities are defined by government Towards multi-modal transport Towards multi-modal hubs Migration to electric shuttles 	<ul style="list-style-type: none"> Decreasing public funding 	<ul style="list-style-type: none"> Growing number of digital natives Growing awareness regarding sustainable mobility
Technological	Environmental	Legal
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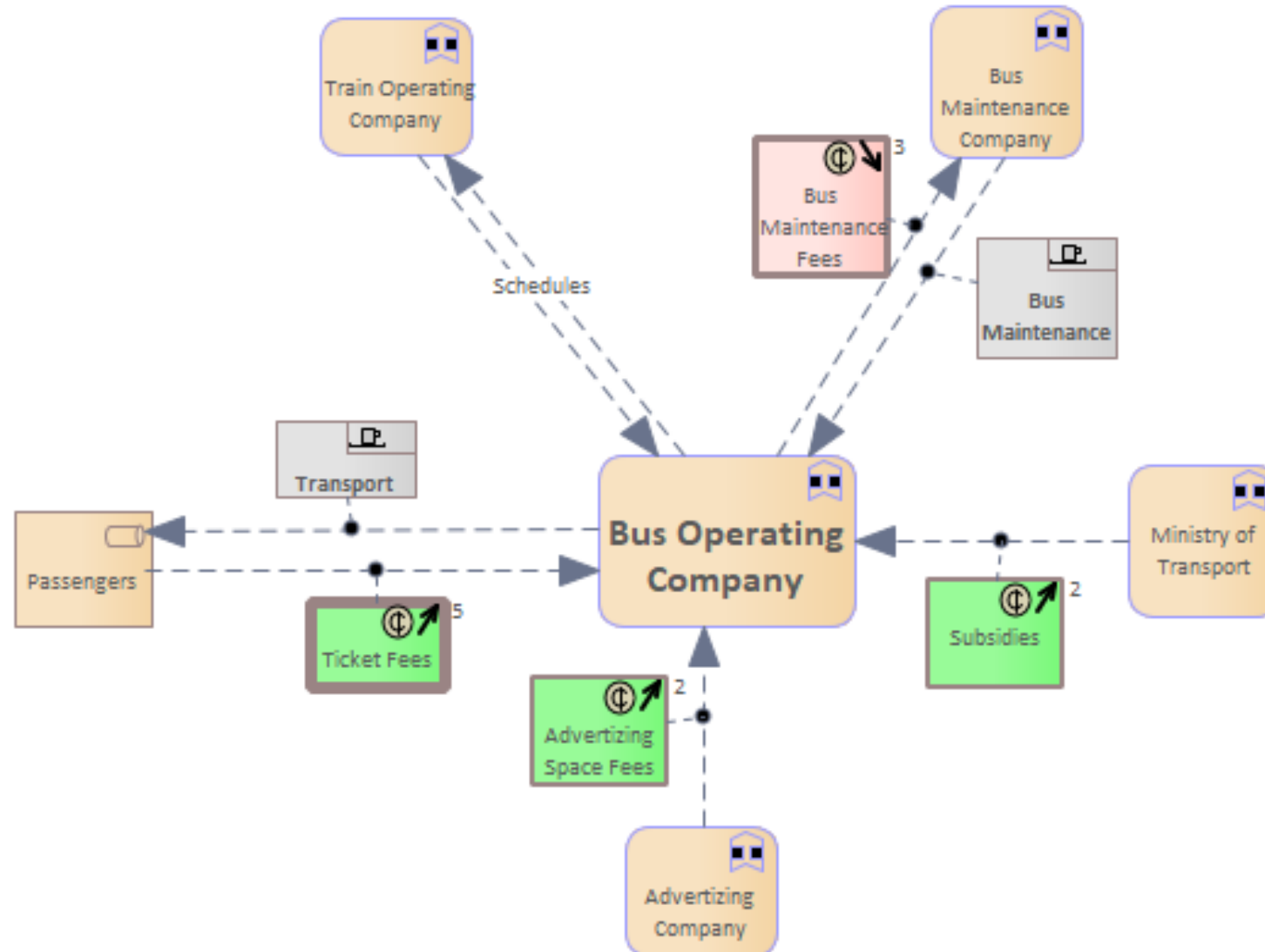
Competitive Environment (Porter's Five Forces)

	Bargaining power of suppliers	
	<ul style="list-style-type: none"> Single provider for electric batteries 	
Threat of New Entrants	Industry Rivalry	Threat of substitute products or services
<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Tramways are getting cheaper 	<ul style="list-style-type: none"> Electric bicycles
	Bargaining power of customers	
	<ul style="list-style-type: none"> Use train or tramway when routes are similar 	





Context Analysis & Diagnosis

External Analysis & Diagnoses - Enterprise Ecosystem



Context Analysis & Diagnosis

 CAD Corporate SWOT

	Internal  Details	External  Details
Helpful	<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none"> • Ticketing anywhere on any device • Multimodal hubs 	<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • Improve punctuality by connecting to new public infrastructure optimizing traffic fluidity • Leverage mobile infrastructure to optimize customer loyalty and to attract new customers
Harmful	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> • Punctuality • Losing customers returning to car • Difficult for customers to find the best itinerary 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> • Decreasing public funding needed to adapt to sustainability and smart mobility

BOPCO



Strategic Foundations

Mission and Vision

Mission

A

Why we, BOPCO, exist

We are a public service provider that provides its customers with secure, reliable and efficient mobility solutions addressing their various traveling needs in Syldania. Our business development endeavors are customer focused for the purpose of providing adequate, profitable and sustainable services.

Vision

A

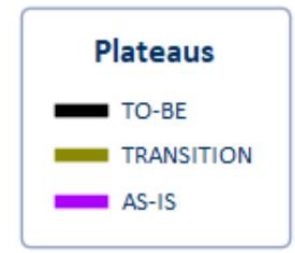
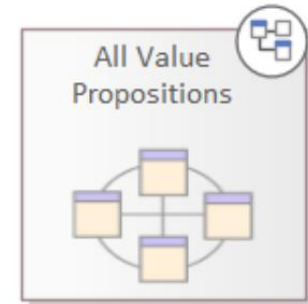
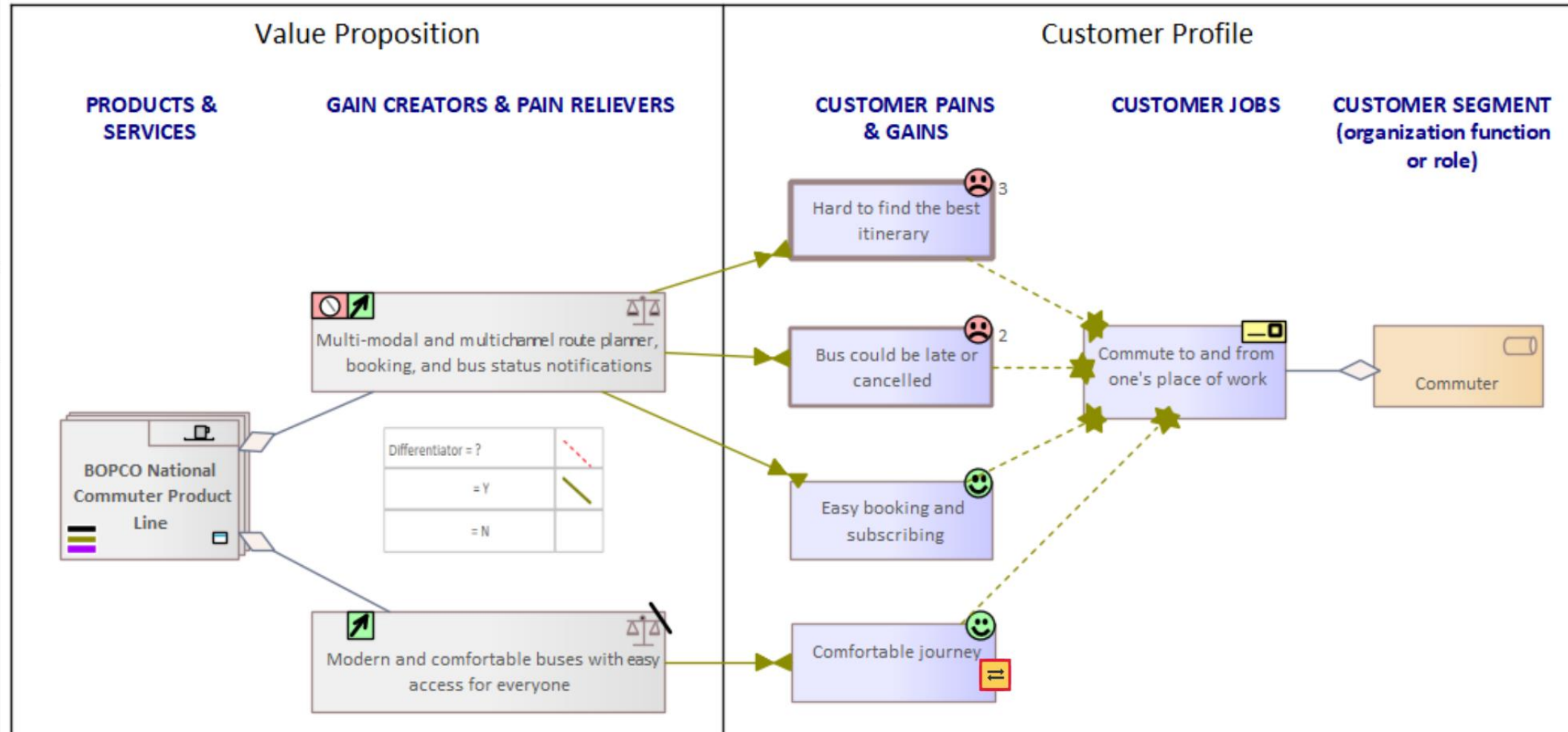
Where we, BOPCO, want to be in the future

By focusing on customers, we can play a key role as a mobility provider in Syldania and we can strengthen our position by leveraging our ability to serve any location in the country and by using sustainable vehicles. As a result we create social, ecological and economical gains (triple P - People, Planet, Profit).



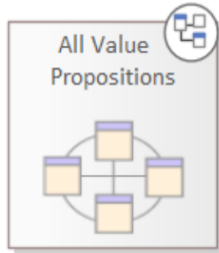
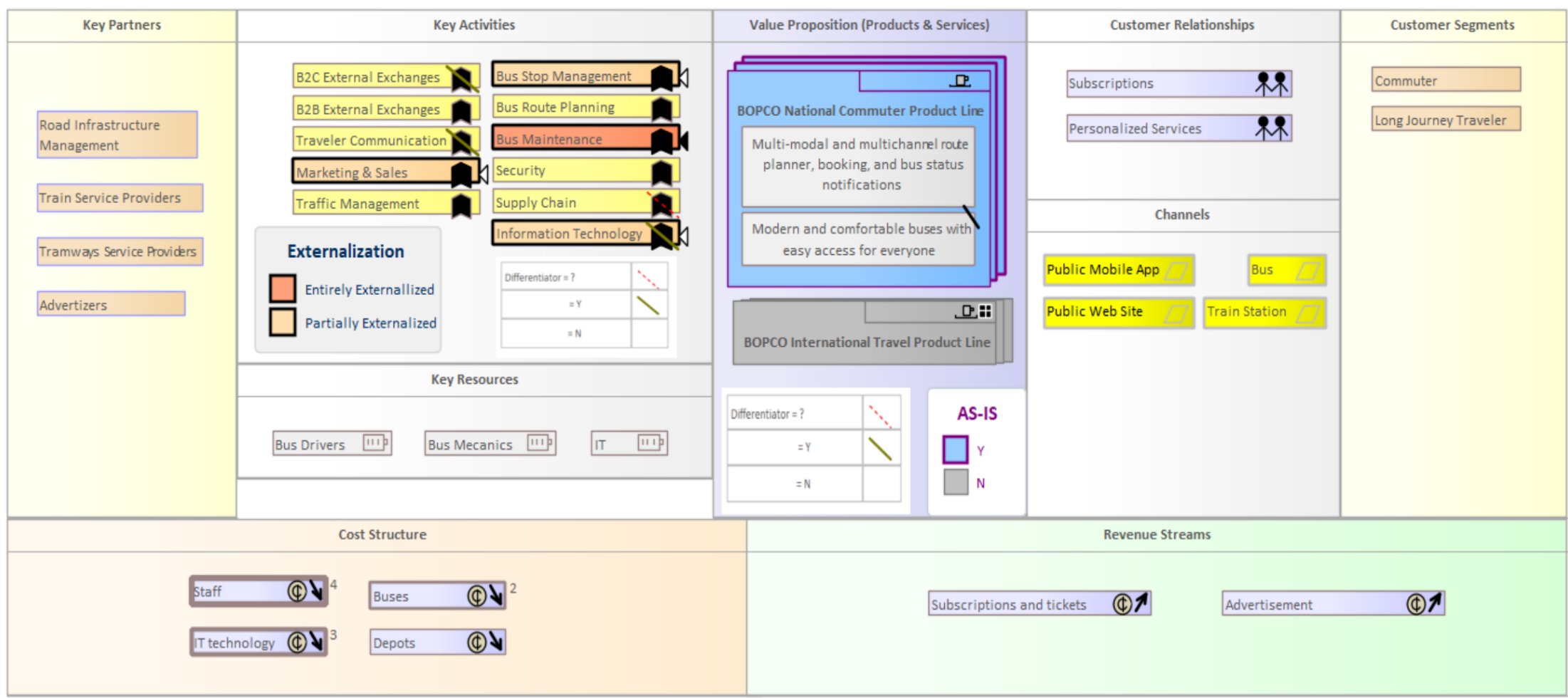
Strategic Foundations

VPC Value Proposition for Commuters



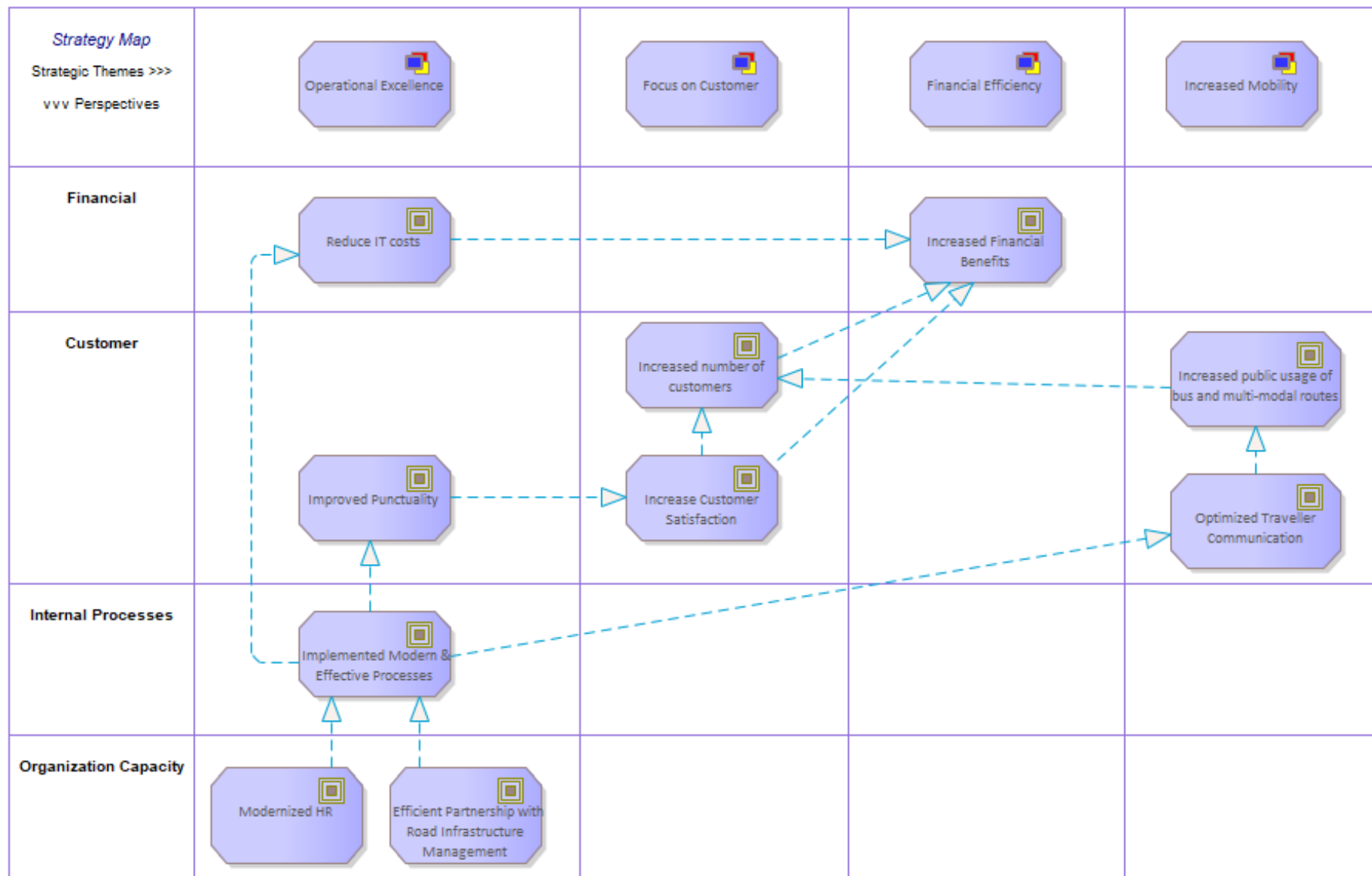
Strategic Foundations

BMC Business Model



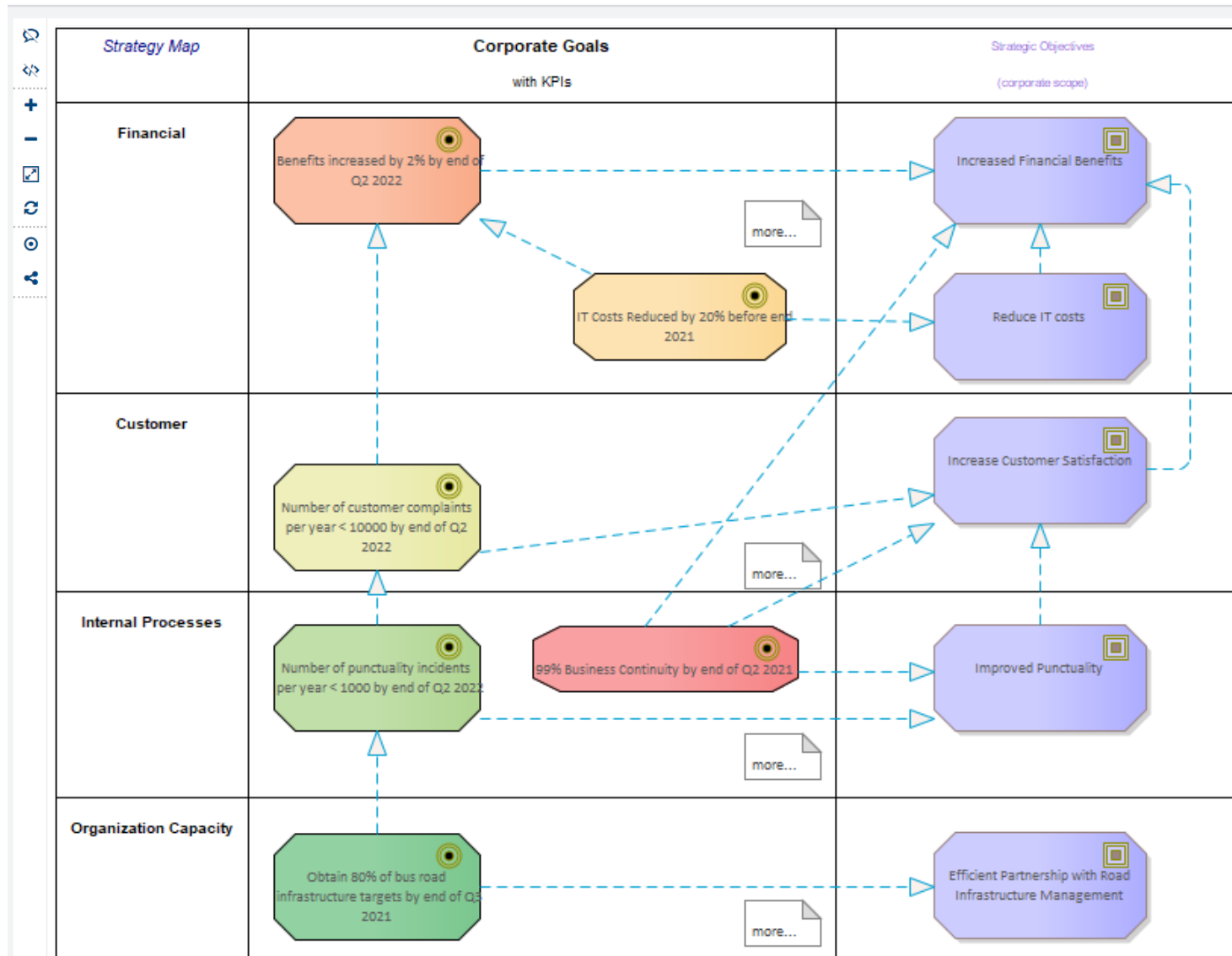
Strategic Objectives

Strategic Corporate objectives 2021



Deriving SMART Goals

COG Corporate Goals - Balanced Scorecards



KPI Index - Achievement Level

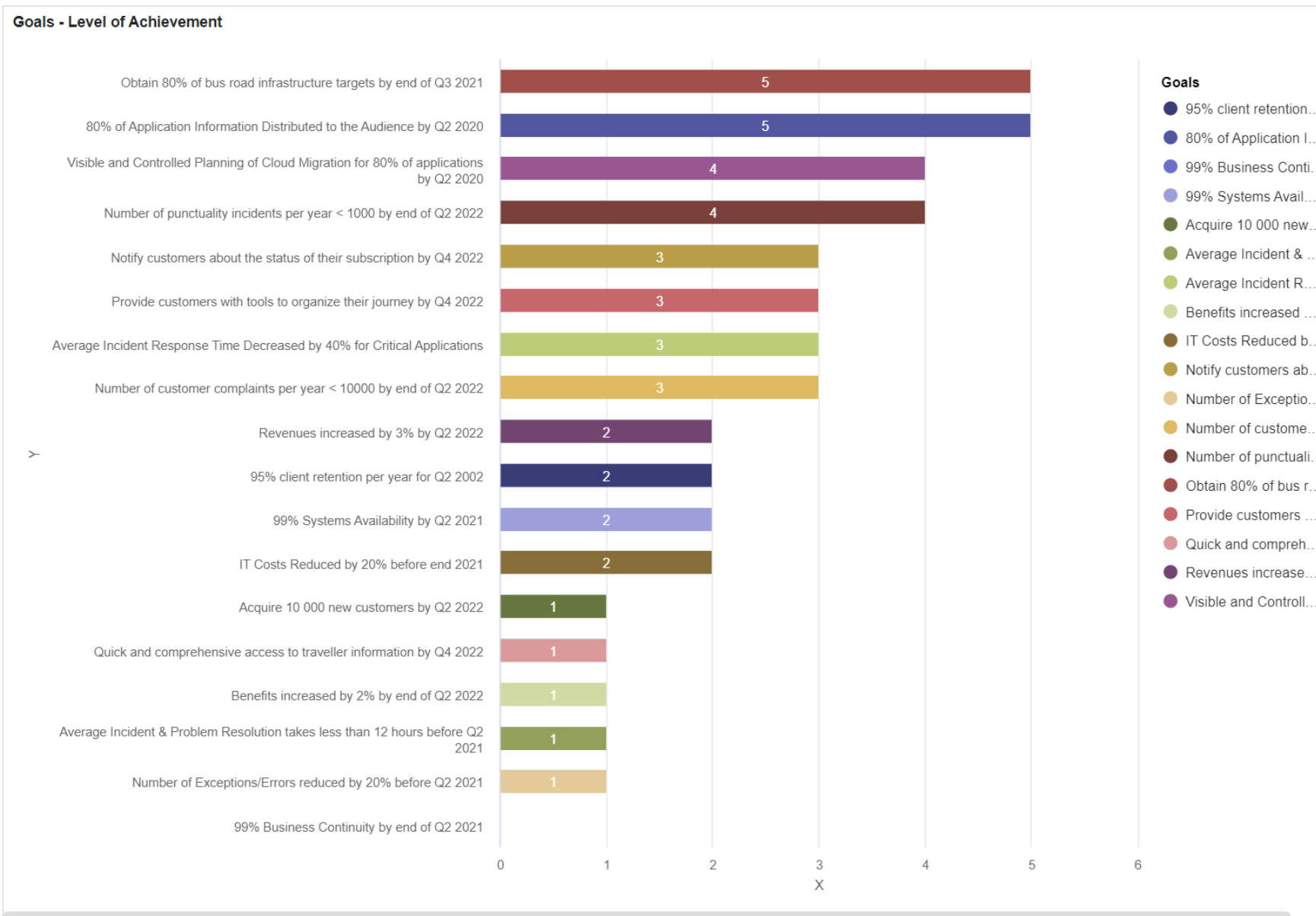
5
4
3
2
1
0

Periodical Calculations- KPIs

- Right-click on the calculation element to recalculate tagged values for all goals.
- You can also schedule periodical calculations for all or for specific calculation rules.
- If you want to test a calculation, you can select one specific goal and request calculation.



Goals



Goals

Cascading Goals

Zoom into a Functional Domain

