

## Target markets

-  **Recreation** 2nd Priority ▼
-  **Mountain** 1st Priority ▼
-  **Speed** 3rd Priority ▼

## Mission statement

The mission of Eloquent Bikes 3D is to be the world's leading producers of 3D printed, carbon fiber bikes. Our mission is to produce bikes at the highest quality for the best value. Eloquent Bikes 3D strives to enhance the experiences of the biking community.

## Corporate culture

- earn customer trust and business every day
- act with integrity in everything we do
- treat everyone fairly and value diversity
- be accountable for our actions
- win as a team
- give back to the community
- offer excellent customer service
- create shareholder value
- build strong relationships
- embrace the entrepreneurial spirit
- be a good corporate citizen
- deliver value to all stakeholders
- [write your own](#)
- write your own

## Market orientation

- focus on price sensitive markets
- focus on value-driven markets
- focus on environmentally responsive markets
- write your own
- write your own

## Corporate objectives

- market presence (market share, sales volume...)
- profits (operating profit, net income...)
- cash (ending cash position, cash flow from operations...)
- shareholder value (earnings per share, net equity, net equity per share...)
- human resources (compensation, empowerment and endearment)
- stewardship (environment, carbon footprint, energy consumption, green)
- good neighbor (community, society)
- write your own
- [write your own](#)

## Corporate strategic thrusts

### SHORT-TERM VS. LONG-TERM

- None
- Long-term perspective - defer profits in order to build a strong competitive position
- Short-term perspective - pursue choices that yield quick profits
- write your own

### WILLINGNESS TO TAKE RISK

- None
- Risk-taker - willing to take chances to get ahead
- Cautious - favor safe decisions to avoid risk to firm
- write your own

### MARKET LEADERSHIP

- None
- Smart follower - imitate good ideas
- Pioneer - first to market to get ahead
- write your own

### FIRM'S TOP COMPETITIVE FORCES (PICK 4 TO 6)

- Aggressive pricing
- High margins
- Superior customer value
- High visibility
- Widespread distribution (many sales outlets)
- Selective distribution (develop markets with greatest potential)
- High personal touch
- Employee empowerment
- High-volume, low-cost manufacturing
- Superior manufacturing - high reliability and efficiency
- Aggressive development of production capability (demand fulfillment)
- Prudent cash management (good cash reserves)
- Strong asset management (productive use of resources)
- High financial leverage (use debt to grow)
- Technology leadership

Willing to partner with competitors and suppliers

Willing to challenge even the best competitors

Embrace conscious capitalism

write your own

### **OTHER STRATEGIC THRUSTS**

write your own

write your own

write your own

write your own

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