

Template 2: BREAKDOWN OF GOALS

Goals → Details ↓	1 provide increased level of service to customers	2 extend lifetime of product to improve quality	3 reduce environmental footprint of key product
WHAT need / opportunity we want to solve / meet	We want to make sure customer needs are met (reliable, long lasting equipment at competitive price)	We want to make sure our products are used for a longer time by our customers.	Offer the best agriculture equipment with lower environmental impact (by reducing use of raw material)
WHO has the problem / need	Some customers may encounter issues when product is failing. Quick replacement of parts may be needed as soon as possible	Customers may want to switch brand if our equipment and our services aren't reliable	Customers may want to be insured their supplier is taking good actions to reduce their impact
WHY should we solve it	We want to be considered as reliable partners to our customers and provide solution to reduce their problems	Increased customer satisfaction	Improve brand image, show that we are responsible
WHERE is the problem/ need	Post-purchase. At the customer's vicinity (farms/fields/forest).		Investigate source of supply for metals
WHEN does the issue need to be solved / need be met	When product failure is happening we want to be able to service the customer as soon as possible	During use of products	Before the selection of the product by the customer.

