

	Day 1	Day 2	Day 3	Day 4	Day 5
9:00 – 10:45	Setting the context	Understanding market segments	Product strategy: Key components	Delivery strategy: Key components	Towards a successful business model
11:00 – 12:45	Delivering value	Choosing a target market	Product strategy: Financial services	Delivery strategy:	Delivering value
13:45 – 15:15	New market development	Relationship strategy	Product strategy: Non-financial services and the product development process	Delivery strategy: Partnerships	New market development
15:35 – 17:15	New market development	Relationship strategy	Communication strategy	Implementing the outreach strategy	