**ANALYTICAL DECISION-MAKING**

**Learning Outcome 4: ACTIVITY 2**

**Gap analysis**

In small groups *(class may be split with one half covering the operations gap and the other, the strategic gap):*

1. Develop a mind map to meet the **operations gap** for the company
2. Develop a mind map to meet the **strategy gap** for the company

**Scenario: Fashionista**

The high street retailer Fashionista has confirmed its goals for growth over the next five years.

Operational goals: Using its existing high street presence, it aims to increase its forecasted sales from $30m to $45m over the five year period

Strategic goals: There is a major strategic initiative to develop an online presence. Predicted turnover goals including operational and marketing activities in the stores are $60m.