

GLOSSARY

Name	Description	First page appears
AHP	Analytical Hierarchy Process is a method for organizing and analyzing complex decisions, using math and psychology.	27
B2C	Business-to-Consumer is the process of selling products and services directly between a business and consumers who are the end-users of its products or services	1
B2B	Business-to-Business is transaction or business conducted between one business and another, such as a wholesaler and retailer.	4
CAGR	Compound Annual growth rate is the rate of return that would be required for an investment to grow from its beginning balance to its ending one.	2
CI	Consistency Index is the index of the consistency of judgements across all pairwise comparisons	29
CR	Consistency Ratio is an element to measure how consistent the judgements have been relative to large samples of purely random judgements.	29
E-Commerce	Distribution, sale, purchase, and marketing of goods or services that rely on electronic systems	4
EFE	Matrix that summarizes all external factors of a company.	23
Five Forces Porter's	Analysis to determine the state of competition in a business.	105
GMO	Genetically Modified Organisms is a plant, animal, microorganism or other organism whose genetic makeup has been modified in a laboratory using genetic engineering or transgenic technology.	2
IE	Internal External Matrix, to map company's competitive position on a diagram	24
IFE	A matrix that summarizes all the company's internal factors.	23
Market Penetration	Strategy to increase sales by making more massive marketing efforts.	25
PEST	Analysis of external conditions that affect a business.	30

Product Development	Strategy development of existing product features as well as developing products that actually	46
QSPM	a strategic management tool used in the evaluation of strategic options and determination of relative attractiveness of strategies.	32
RI	Random Index is the mean consistency indices of a specific numbers of random number pairwise comparison matrices	29
Roadmap	Visualization of strategy implementation and time	46
SWOT	SWOT refers to Strength, Weakness, Opportunity, and Threat	25