

# CIMA

MMOSHSWOTANALYSISVVVXHY  
HRSTTI XOLJPNCXLIIJNIEDD  
JJLRPTUGYVSGRUXYFDUPVZI  
VHGAKMAFJFAGKLGTODAWTEZ  
CNCTGRYMDATXEEGZJVRPMPFJ  
KPCEAMISSIONTTVVHIIZFBFX  
HCHGRVI MGBMASZHCAEZRSIE  
PNZIOWAHXZRIQMIIGLASFCX  
BEBCGKCKOTWSINMCCSUEWIQ  
PFCDNHI YSEFRCUJDESXHEP  
SLPEAIXVJLJYEPHVTQLQKNX  
UFCCI CXOCLGTUCIHTTOVICX  
XHEIMPFRPNHNKTMLUIUSEYI  
FNWSSSNPJIHPHCMTDXDPTWSS  
UMPIVIENDXNETVNRNURWZCC  
BKEOAPNRKCJLDOBTIKRLPZN  
TQKNJAJUUBTFJLEMWSBFXWJ  
PSPSLHMI OSNQMVVVF FKF T V F  
KPI PAXQPBRQGQKRCMECVQYB  
FTKZZSBVJXUKKI GKYYRNEND

Aims

Efficiency

Ethics

KPI

Mission

Objectives

Planning

Risk

SWOT analysis

Strategic decisions

Strategy

Value