# Five-Box Strategy Map

01 / YOUR WORKSHEET - explain the connections

Map the choices behind your customer promise. Connect two boxes only when you can explain how one choice affects the other. A map is a hypothesis, not proof of advantage.

**01 / Customer promise: buyer / outcome / price / convenience**

**02 / Product design: features and choices serving the promise**

**03 / Production and packaging: how the offer is prepared**

**04 / Route to customer: discovery / purchase / delivery**

**05 / Customer work and services: tasks and optional help**

**Arrow: from box / to box / mechanism / evidence or trade-off**

**One contradiction to investigate / a small test that could invalidate the link**

# Five-Box Strategy Map

02 / WORKED EXAMPLE - IKEA, independent HBW interpretation

IKEA describes designing around target prices and including packaging in product development. The boxes below are a teaching interpretation, not an IKEA-endorsed framework.

### 01 / Customer promise

Functional home furnishings at prices many people can afford.

### 02 / Product design

Develop product choices around a target price, with design, engineering and sourcing working together.

### 03 / Production and packaging

Consider efficient, dense flat packaging while developing the product.

### 04 / Route to customer

Meet customers through stores and online channels.

### 05 / Customer work and services

Self-assembly in the core offer; delivery and assembly options also exist.

### Two mechanisms to inspect

Target price -> design: the intended price constrains design and sourcing choices. Design -> packaging: product dimensions and details influence how efficiently parts fit. These are analytical links, not measured profit effects.

Trade-off to test: would adding a service change cost or customer work enough to weaken the original promise? Customer preferences and service economics need evidence.

Primary company description: IKEA Global, The IKEA value chain.

Open the framework source

Framework: Harvard Business School, Fit Across the Value Chain.

Open the framework source