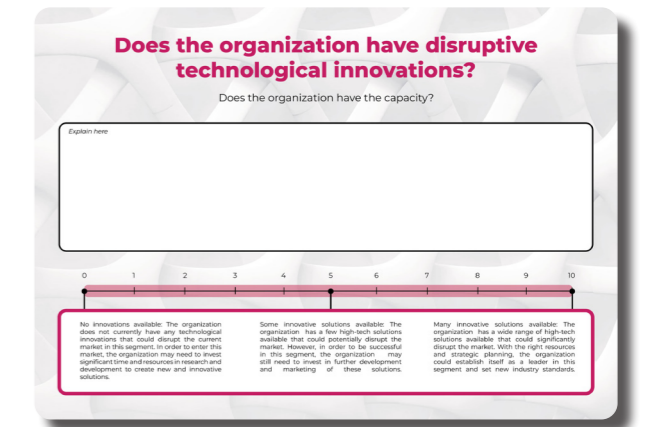
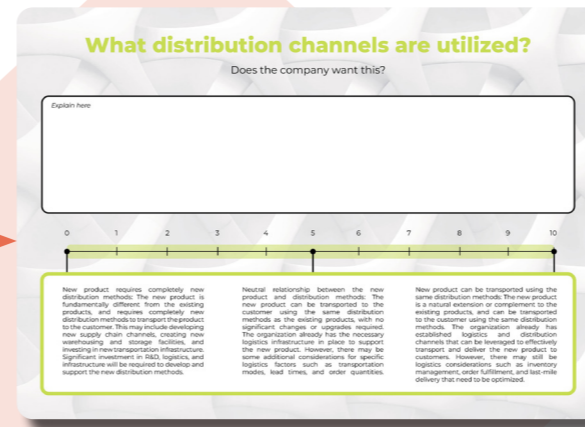
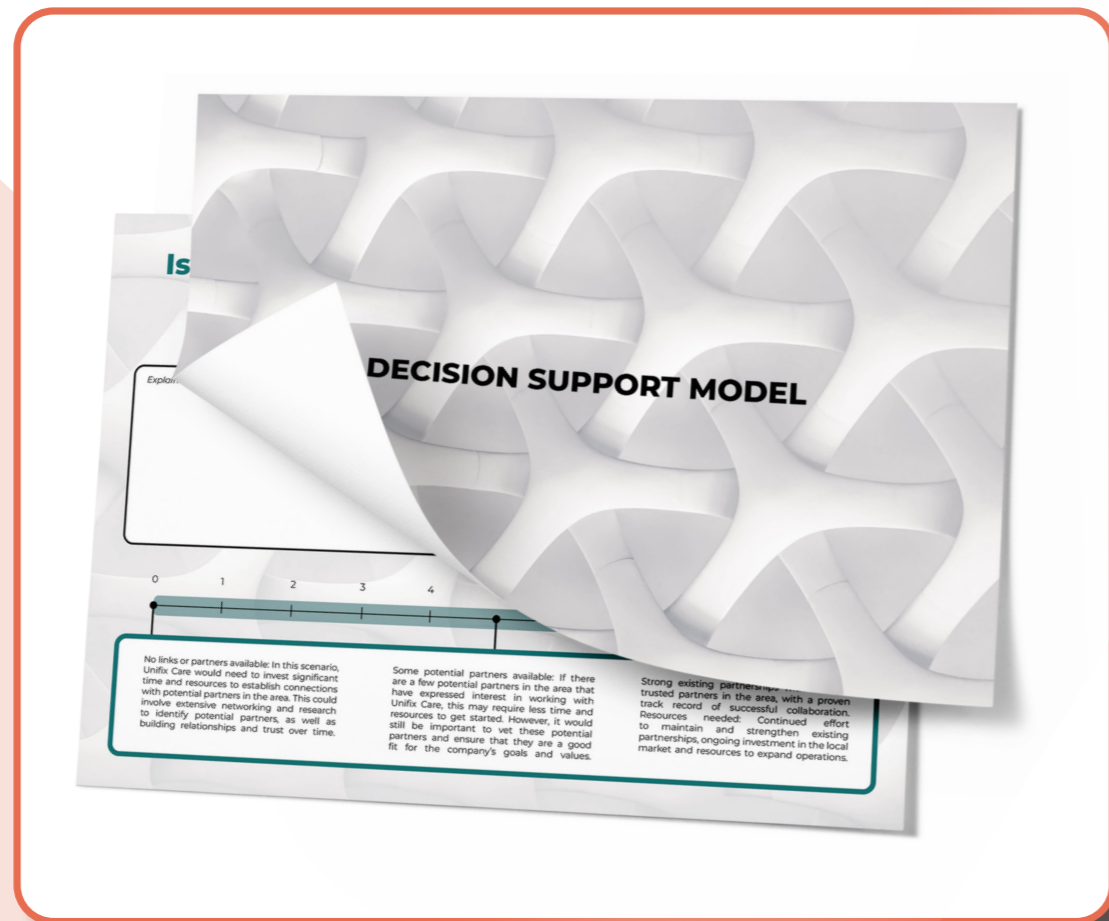


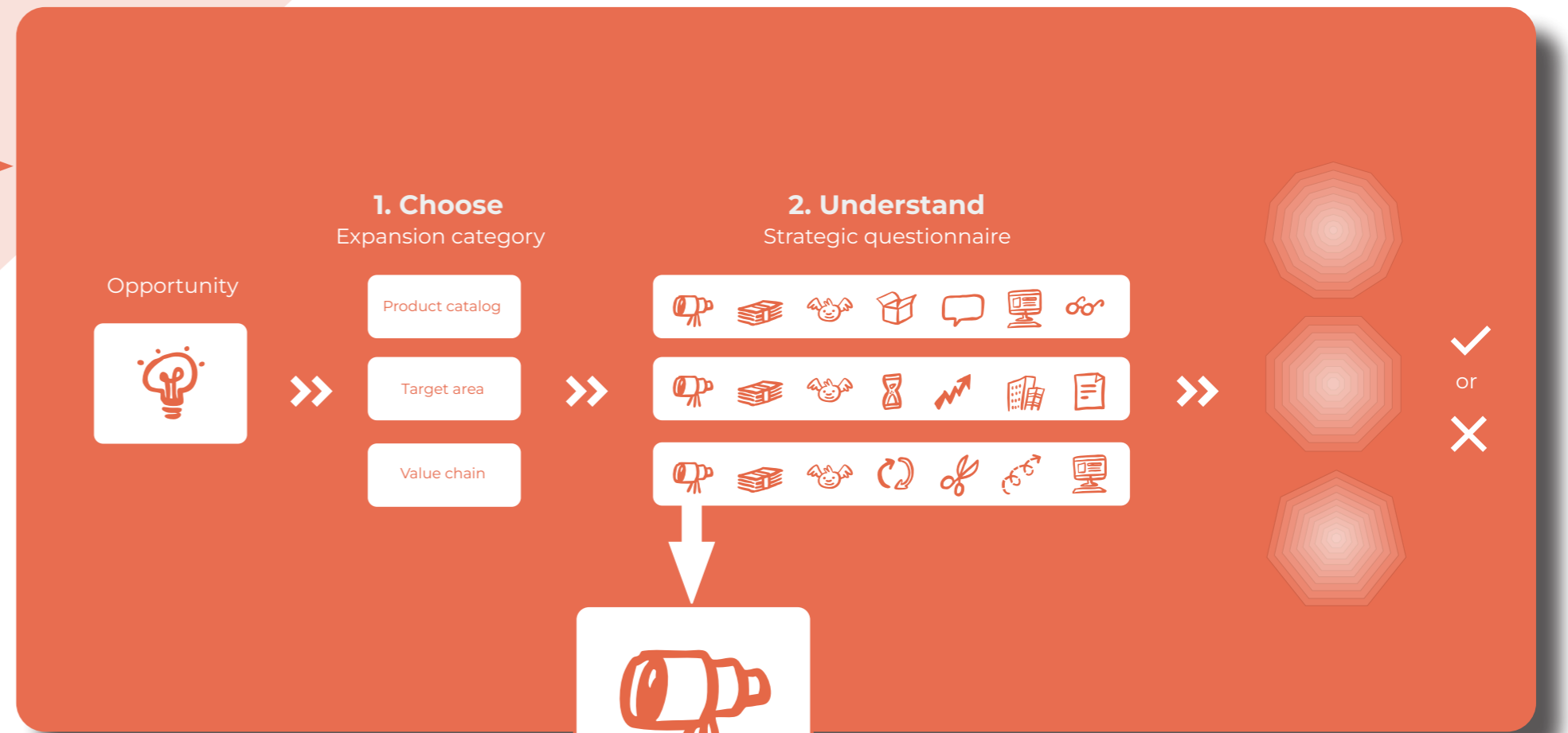
FROM INTUITION TO IMPACT

Develop an expansion approach that enables Unifix Care to actualize its vision by guiding their decision-making process

System 1 Decision support model



Decide what opportunities to ignore



Establish the strategy



Unifix Care recognizes the need for a strategic approach and efficient decision-making to drive its expansion. The company aims to strike a balance between its existing "just do it" mentality and incorporating elements of prediction and proof. The research highlights the importance of establishing a clear strategy, prioritizing opportunities, and avoiding ineffective use of time and resources.

To address these challenges, a strategic framework has been developed to guide Unifix Care in determining its initial steps and prioritizing expansion opportunities. The framework categorizes expansion possibilities into themes and transforms them into opportunity landscapes, providing a comprehensive overview of potential steps towards the company's vision. User testing is required to validate the usefulness of this framework.

Furthermore, a model called the Decision Support Model (DSM) has been introduced to aid in effective decision-making. This model encompasses crucial factors necessary for informed decision-making and resource allocation. By utilizing the DSM, Unifix Care can navigate the complexities of expansion and avoid incorrect decisions.

Overall, this research provides Unifix Care with a foundation for developing an expansion strategy and making efficient decisions. The findings and frameworks presented in this thesis can not only benefit Unifix Care but also other small and medium-sized enterprises facing similar challenges.

When unsuccessful DSM, stop

When positive DSM...

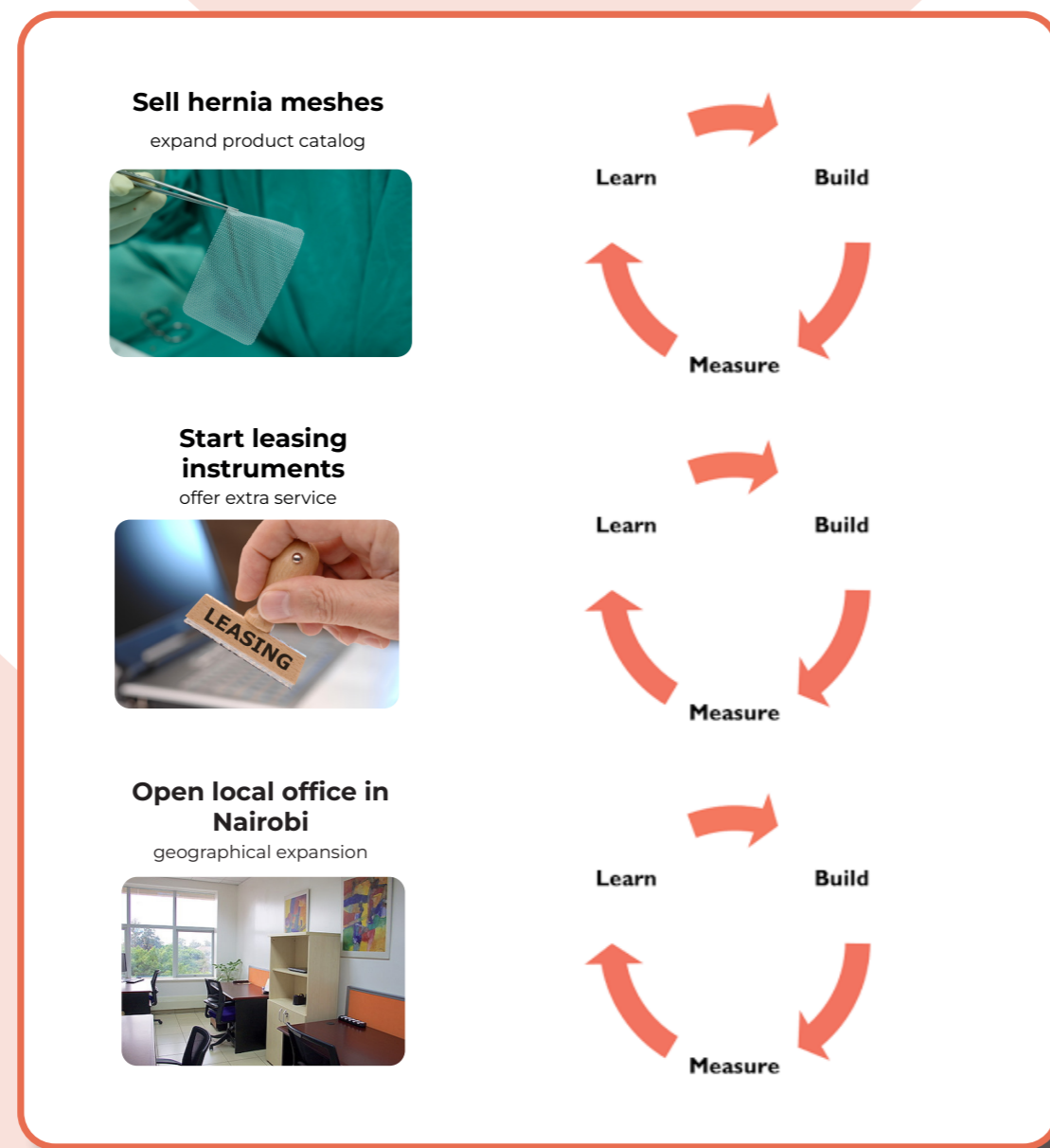
...adopt opportunity in Expansion system

When unsuccessful

When successful MVP...

...adopt in core operation

System 2 Expansion



System 3 Core operation

