

# Longevity Corporate Strategy Framework

**Business  
Strategy**

**Market  
Superiority**

**Governance**

**Ownership**

**Leadership**

**Innovation**

**SWOT Analysis**

**Demographic  
Analysis**

**Data and Analytics**

**Regulatory and  
Policy**

**Branding and  
Marketing**

**Vision and Mission**

**Distribution and  
Sales**

**Market  
Segmentation**

**Risk Management**

**Business Model  
Innovation**

**Partnership and  
Collaboration**

**Research and  
Development**

**Competitive  
Analysis**

**Market Analysis**

**Employee  
Development**

**Monitoring and  
Evaluation**

**Corporate Social  
Responsibility**

**Product and Service  
Innovation**