The objective of each cell is to:

- **Cell 1:** Eliminate any organizational weaknesses that we identify in areas where we face serious threats from our competitors or unfavorable trends in the market.
- **Cell 2:** Capitalize on external opportunities where we also have real internal strengths.
- **Cell 3:** Work on improving any organizational weaknesses that we identify in areas that may contain potential business opportunities.
- **Cell 4:** Monitor organizational strengths in which we’re strong today so that we won’t be surprised by any latent threats that may appear.