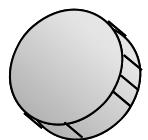
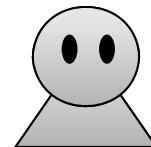


6W3Hシート (2012年版)

How much (いくらで?)



Whom (誰に?)

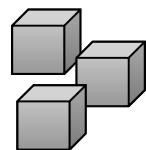


Why (なぜ?※1)

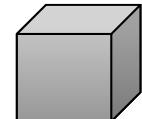


※1: ユーザの購買動機

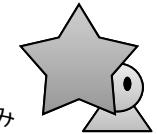
How many (いくつ?)



What (何を?)



Who (誰が?※2)

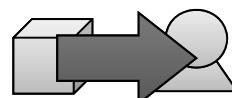


※2: 競合優位となる、実施者の強み

Where (どこで?)



How (どのように?)



When (いつ?)

