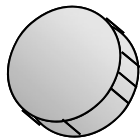
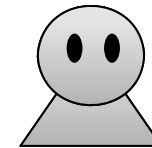


# 6W3Hシート (2012年版)

How much (いくらで?)



Whom (誰に?)

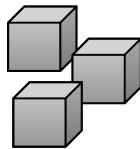


Why (なぜ? ※1)

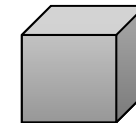
※1: ユーザの購買動機



How many (いくつ?)

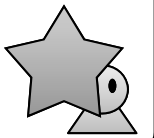


What (何を?)



Who (誰が? ※2)

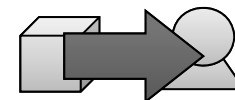
※2: 競合優位となる、実施者の強み



Where (どこで?)



How (どのように?)



When (いつ?)

