

**RADAR MAPPING**

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**Reference this article**

**Abstract / Definition**
A radar mapping permits management to see the performance of a company at a glance. Radar maps are also referred to as radar charts and spider charts. On the map, the factors influencing strategy are broken down under seven capabilities - labelled core competences, customer relationship management, logistics and distribution, technological infrastructure, leadership and management, innovation management and market positioning.

**Keywords**
Radar mapping, spider chart, radar chart, strategic management, performance management

**Link to publication**