

Analysis Framework – Situation and Market

<p>What industry & market are you in?</p>		<p>How do you make money?</p>			<p>What does your business offer?</p>	
<p>What's happening in the market?</p>		<p>What works well?</p>	<p>What needs fixing?</p>		<p>What needs changing?</p>	
<p>Who are your partners to support your goals?</p>		<p>Who are your competitors?</p>			<p>What makes you better than them? (VALUE PROPOSITION)</p>	
		<p>Why are they better than you?</p>				
<p>Market Segment Name</p>	<p>Characteristics</p>	<p>Nationality</p>		<p>Likes</p>		<p>Dislikes</p>
<p>Promotional Ideas</p>						
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<p>Key Messages (Tag Lines)</p>						
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What does success look like?

What are your biggest opportunities?			What do you think is the most important focus for the company to position itself to grow?
			What is your BHAG? (Big Hairy Audacious Goal)
Objectives to achieve the Opportunity (SMART) (i.e. what does success look like and HOW WILL YOU MAKE MONEY?)		Strategies (high level actions) to implement to solve the Objectives	
1.			
2.			
3.			
4.			
Key Barriers & Risks		Mitigation Strategies (high level actions) to implement	