

Business Situation Analysis Checklist

Products and Services

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| | ✓ |
| Review current product / service offering | |
| Review current product / service special features / advantages | |
| Review current product / service benefits | |
| Review differences from similar competitor products / services | |
| Identify opportunities for further development of products / services | |

Markets and Competitors

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| | ✓ |
| Define current target market | |
| Predict market trends | |
| Identify customers | |
| Review customer challenges and needs | |
| Identify competitors | |
| Research competitor offerings | |
| Identify your position in the market | |

Sales and Marketing

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| Review methods used to win new customers | |
| Review methods used to keep existing customers | |
| Clarify current product / service prices | |
| Identify product / service sales channels | |
| Review promotional activities | |

Customer Base

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| Identify past and existing customers | |
| Review knowledge of past and existing customers | |
| Identify key benefits for each customer | |

Operations

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| Review advantages and disadvantages of current location | |
| Review advantages and disadvantages of source of product/service | |
| Review current resources (equipment, IT, people) including shortage / surplus | |
| Summarise key processes and procedures | |
| Identify key areas for operational improvement | |

Financial

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| | ✓ |
| Review value of sales (£) last year and to date | |
| Review gross profit (£) and gross margin (%) last year and to date | |
| Review overheads (£) and operating profit (£) last year and to date | |
| Review cash position last year and to date | |
| Review break-even | |