

State what you are assessing here: _____

Criteria examples

Advantages of program?
Capabilities?
Competitive advantages?
Unique Selling points?
Resources, Assets, People?
Experience, knowledge, data?
Financial incentives, likely returns?
Marketing – reach, distribution, awareness?
Innovative aspects?
Location and geographical?
Price, value, quality?
Accreditations, qualifications, certifications?
Processes, systems, IT, Communications?

Strengths

Weaknesses

Criteria Examples

Disadvantages of proposition?
Gaps in capabilities?
Reputation, presence, reach?
Financials?
Own known vulnerabilities?
Timescales, deadlines, pressures?
Cash flow, start-up cash-drain?
Effects on core activities, distraction?
Reliability of data, plan predictability?
Morale, commitment, leadership?
Accreditations, etc.?
Processes and systems, etc.?
Management cover, succession?

Criteria Examples

Market developments?
Competitors' vulnerabilities?
Industry or lifestyle trends?
Technology development and innovation?
New markets, vertical, horizontal?
Niche target markets?
Geographical, export, import?
New unique selling points?
Business and product development?
Information and research?
Partnerships, agencies, distribution?
Volumes, production, economies?

Opportunities

Threats

Criteria Examples

Political effects?
Legislative effects?
Environmental effects?
IT developments?
Competitor intentions - various?
Market demand?
New technologies, services, ideas?
Vital contracts and partners?
Sustaining internal capabilities?
Obstacles faced?
Insurmountable weaknesses?
Loss of key staff?
Sustainable financial backing?
Economy - home, abroad?
Seasonality, weather effects?

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