The Artist's Business & Marketing ToolBox

Company:	Date:

Analysis of Opportunities and Threats										
Analysis of Opportunities and Threats										
Score each item in the list according to how much of an opportunity or threat it is to your business. If the item is Not Applicable or you don't know check the appropriate box. If an item requires your attention check the Action Item box.	Strong Opportunity	Weak Opportunity	Neutral	Weak Threat	Strong Threat	Don't Know	Not Applicable	Action Item		
List items which you think are Opportunities or Threats to your business.										
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Form 5-9										

Form 5-9

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