

STRENGTHS & WEAKNESS ANALYSIS WORKSHEET

	IMPORTANCE			PERFORMANCE			TOTAL
	High	Med	Low	Force	+/-	Flaw	
MARKETING							
Business reputation							
Market share							
Products quality							
Services quality							
Cost efficiency							
Distribution efficiency							
Promotion efficiency							
Sales force efficiency							
Innovation efficiency							
Geographic coverage							
FINANCES							
Cost & availability of capital							
Cash flow							
Financial stability							
PRODUCTION							
Production facilities							
Economies of scale							
Production capacity							
Personnel							
Timely delivery							
Technical competencies							
ORGANIZATION							
Visionary leadership							
Devoted employees							
Entrepreneurial orientation							
Speed of reaction							