

Section 2

2.1. S.W.O.T.

Strengths

Weaknesses

Threats

Opportunities

2.2. My Business's Products and Their Respective Contribution to Turnover

Date: _____

Current
Year
%

Last
Year
%

Previous
Year
%

Observations:

2.3. My Business's Customers and Their Respective Contribution to Turnover

Date: _____

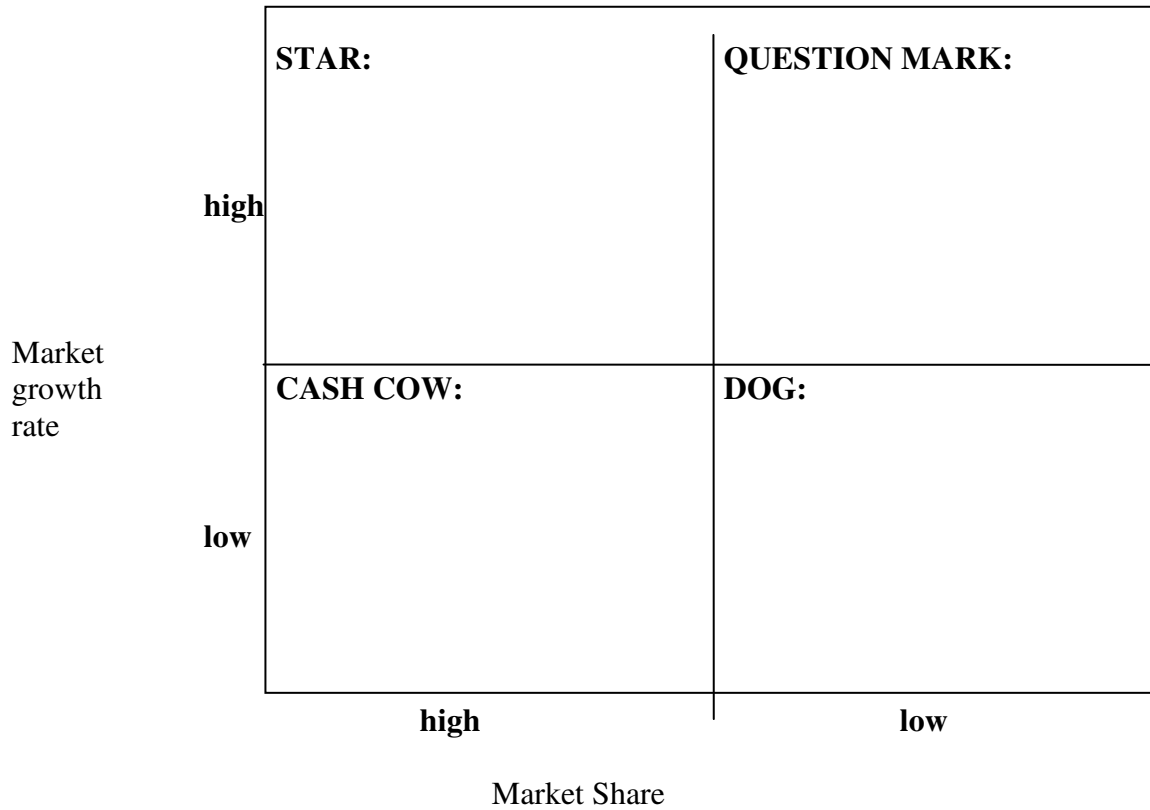
Current
Year
%

Last
Year
%

Previous
Year
%

Observations:

2.4. Product/Customer Matrix



What Are You Going To Do About Your:-

Stars:

Question Marks:

Cash Cows:

Dogs:

2.5. Competitors S.W.O.T.

	Key Strengths	Key Weaknesses
Competitor 1		
Competitor 2		
Competitor 3		
Competitor 4		