

## MODULE ONE



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# YOUR COMPANY SITUATION ANALYSIS

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# Module 1. Your Company Situation Analysis

## ORGANIZATION



In once sentence, describe what your company does.



Do you have a USP (Unique Selling Proposition)? If yes, attach it with complete information.



How many employees do you have?



How long have you been in business?



How is the company organized (subsidiary, division, franchise, etc.)?



Are the current product lines or services meeting their goals and objectives? Please list them in importance of their success.



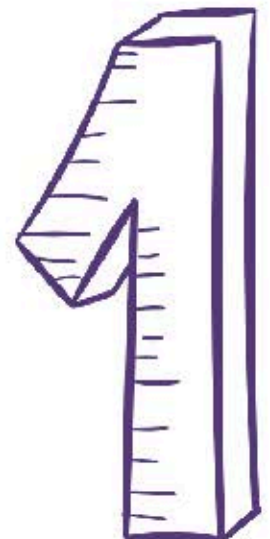
What is your knowledge about your products and/or services information telling you?



Briefly describe your primary competition.








Describe what you think your target audience knows—and feels—about your company and the products/ services, in terms of quality, features, style, brand names, etc.






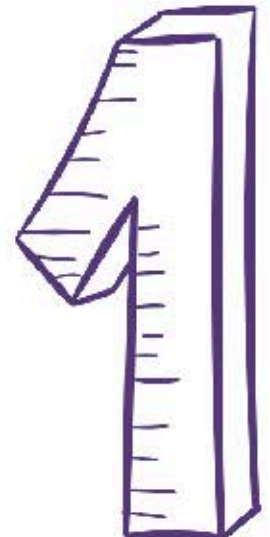
# Module 1. Your Company Situation Analysis

## ORGANIZATION

-  Describe what you think your target audience knows and feels about your competition.
-  What areas of product (or services) and brand strategy need improvement?
-  Have you developed research profiles of each customer segment? If so, please attach a document or spreadsheet.
-  How is your company presently positioned in your industry?
-  What is your company known for?

## PRODUCT AND PRICING

-  What are your company's pricing objectives, policies, strategies, and procedures?
-  To what extent are prices set on cost, demand, and competitive criteria?
-  Do you think your customers see your prices as fair value for your products/services?



# Module 1. Your Company Situation Analysis

## REVENUE



Approximately what were sales revenue during the last fiscal year?



If more than one product or service is offered, what are the revenue percentages of each?



Has the value(s) been increasing or decreasing over the past three years? By how much?



Is your business seasonal? Describe.

