**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 |  |  |  |  |  |  |  |