



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 | | | | | | | |