

STRATEGIC ANALYSIS CANVAS

Designed for:

Designed by:

Date:

Iterations:

Value Chain

Product's
(global) Value
Chain

Internal Value
Chain (Porter's
Model)

Suppliers
Outsourcing
Business
Partners

Competitive Advantages

Which?
- Cost Efficiency
- Higher Quality
- Innovation
- Focus

Strategy

- Cost leadership
- Differentiation
- Focus
- Strategic
Objectives
- Market entry
strategy

Mission

Mission
Vision
Values
Resources
Signature

PEST⁺

Environment
Socio-Cultural
Economic Factors
Political Factors
Technology
Legal aspects

Industry

Which is the
relevant industry?
Industry Analysis,
Trends,...
Porters 5 Forces
Model

Competitors

3 to 6 of most
relevant
competitors

There is a
Benchmark?

Checklist for
competitors'
analysis

Competitors
Comparative
Matrix

Strengths and Weaknesses

3 to 6 topics ranked by relevance
Strengths
Weaknesses
Strategies to capitalize strengths and
mitigate weaknesses

Opportunities and Threats

3 to 6 topics ranked by relevance
Strategies to capitalize the opportunities and
avoid the threats