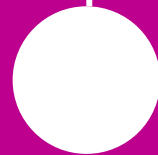




GUIDELINE BY

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Business Frameworks

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SWOT Analysis Template

STRENGTHS <ul style="list-style-type: none">• What is our strongest asset?• What knowledge do we have on our team that is beneficial or unique?• What are all of the assets we have?• What unique resources do we possess?• What is our competitive advantage?• What's our unique selling or value proposition?• Can we easily get additional capital, if we want to?• What business processes work successfully?	WEAKNESSES <ul style="list-style-type: none">• Do we have gaps on our team?• What do we not have that we need to be competitive?• What tangible assets do we not have but currently need?• What business processes need improvement?• What knowledge or assets do our competitors have that we do not?• What technology needs to be updated?• Does one customer make up more than 10% of our business?• What expertise do we lack?
OPPORTUNITIES <ul style="list-style-type: none">• Is there a current need in the market that we could be addressing?• What trends might positively impact us?• What talent is available that we could hire?• Are there products our customers ask for that we could provide?• Can we offer something that our competitors don't?• Can we increase our pricing in some way?	THREATS <ul style="list-style-type: none">• Are there any upcoming law or regulation changes that will impact us?• Are our competitors offering new products now or in the near future?• Are we dependent on a single manufacturer or supplier?• What happens if a natural disaster strikes either where we do business or where we get products/materials from?• How easy is it for someone to poach key employees?



Using the questions from the previous page as a guide, fill out each quadrant with the **strengths, weaknesses, opportunities, and threats** that are unique to your business.

STRENGTHS •	WEAKNESSES •
OPPORTUNITIES •	THREATS •

SMALL BUSINESS COMPETITIVE ANALYSIS



SUMMARY describe what you already know about your competitors			

Now do the research to add more detail to the following attributes.

TARGET CUSTOMERS			
PRODUCT OR SERVICE PRICING			
GENERAL MARKETING STRATEGY			
ONLINE MARKETING STRATEGY			
STRENGTHS			
WEAKNESSES			
COMPETITIVE ADVANTAGE			

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Value Proposition Canvas

Startup Name

Name1, Name2, ...

DD/MM/YYYY

X.Y

Product

Benefits

A benefit is what your product does for the customer. The benefits are the ways that the features make your customer's life easier by increasing pleasure or decreasing pain. The benefits of your product are the really core of your value proposition. The best way to list out the benefits of your product on the canvas is to imagine all the ways that your product makes your customer's life better.

Experience

The product experience is the way that owning your product makes the customer feel. It's the sum total of the combined features and benefits. Product experience is different to features and benefits because it's more about the emotional reasons why people buy your product and what it means for them in their own lives. The product experience is the kernel that will help identify the market positioning and brand essence that is usually built out of the value proposition.

Features

A feature is a factual description of how your product works. The features are the functioning attributes of your product. The features also provide the 'reasons to believe'. Many FMCG marketers deride the importance of features because features are no longer a point of difference in most FMCG marketing. But for technology products and innovative new services the features on offer can still be an important part of your value proposition.



Customer

Wants

The emotional drivers of decision making are things that we want to be, do or have. Our wants are usually conscious (but aspirational) thoughts about how we'd like to improve our lives. They sometimes seem like daydreams but they can be powerful motivators of action. The wants speak more to the pull of our hearts and our emotions.

Fears

Fears can be a strong driver of purchasing behaviour and can be the hidden source of wants and needs. For any product there is a secret "pain of switching". Even if your product is better than the competition, it might not be a big enough improvement to overcome the inertia of the status quo.

Needs

The customer's needs are the rational things that the customer needs to get done. Interestingly, needs are not always conscious. Customers can have needs that they may not know about yet. Designers call these "latent needs". The needs speak more to the pull of our heads and rational motivations.



Product

Name your product or service

Ideal Customer

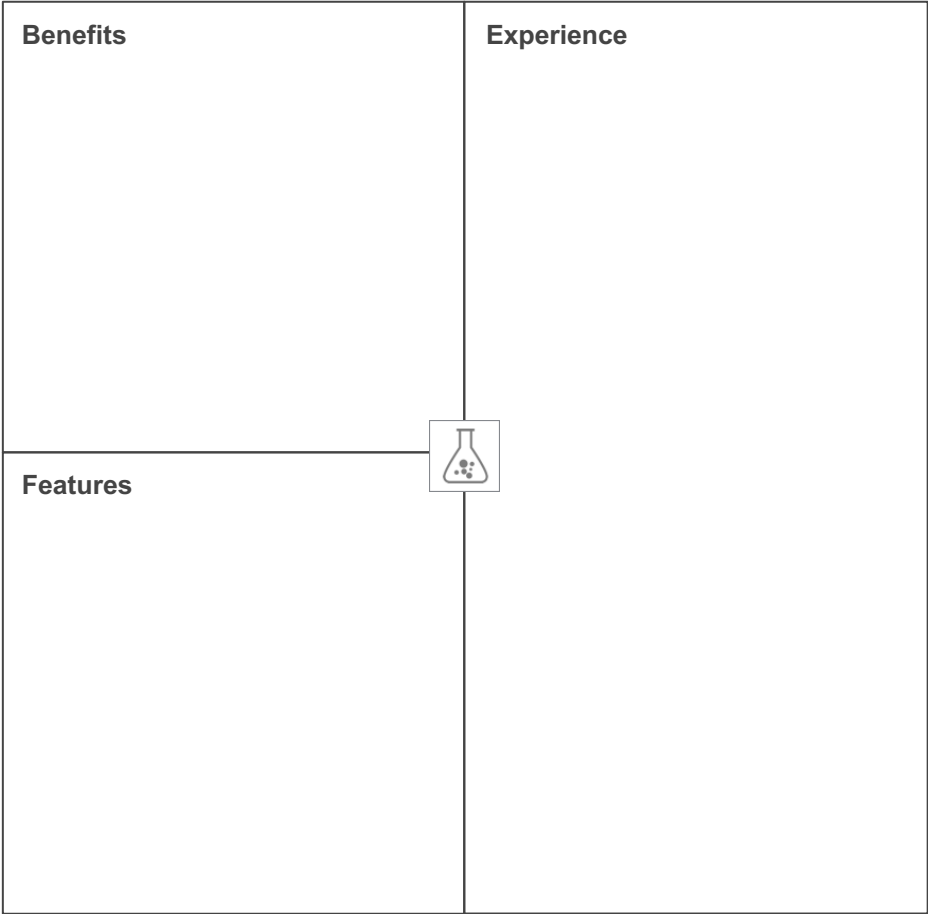
Name your ideal customer

Substitutes

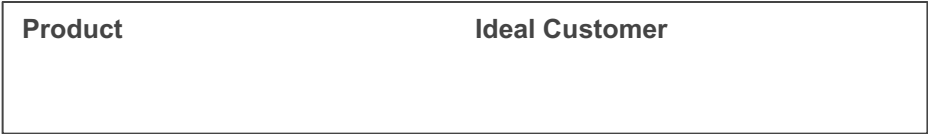
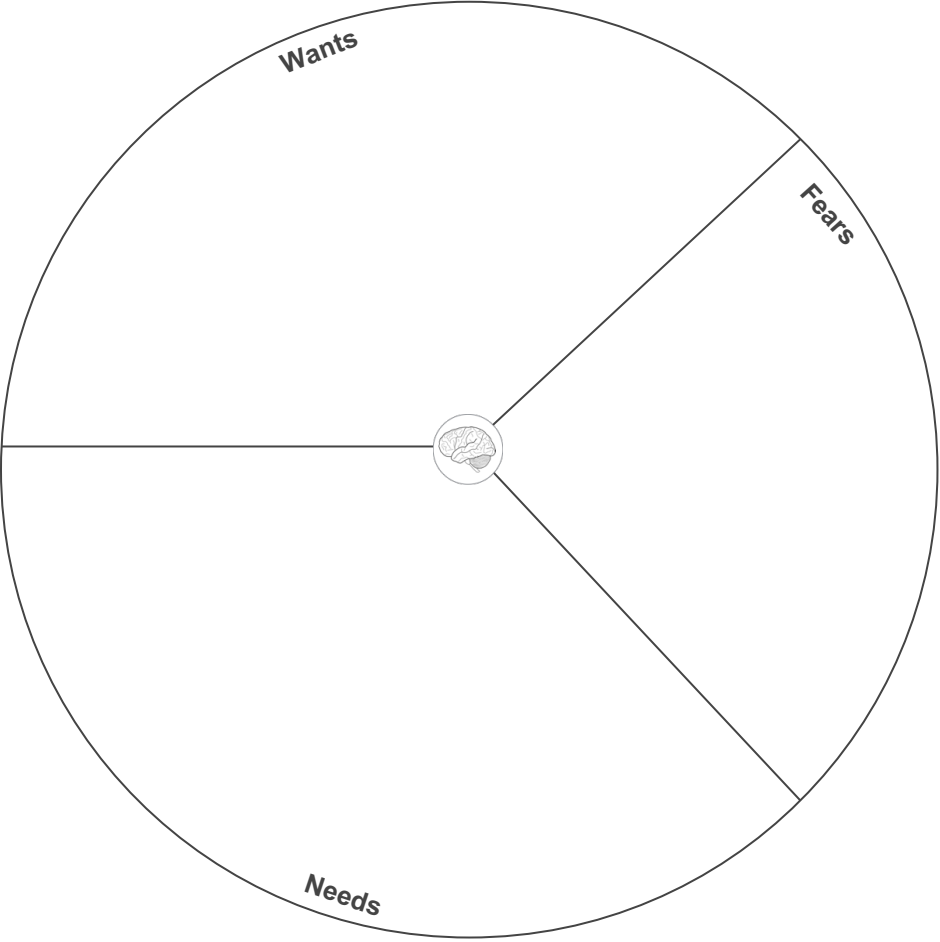
These are not just the obvious competitors, but also existing behaviours and coping mechanisms. Remember that people made it this far in life without your product. If your product isn't better than the existing solutions then you don't have a real-world value proposition.

Value Proposition Canvas

Product



Customer



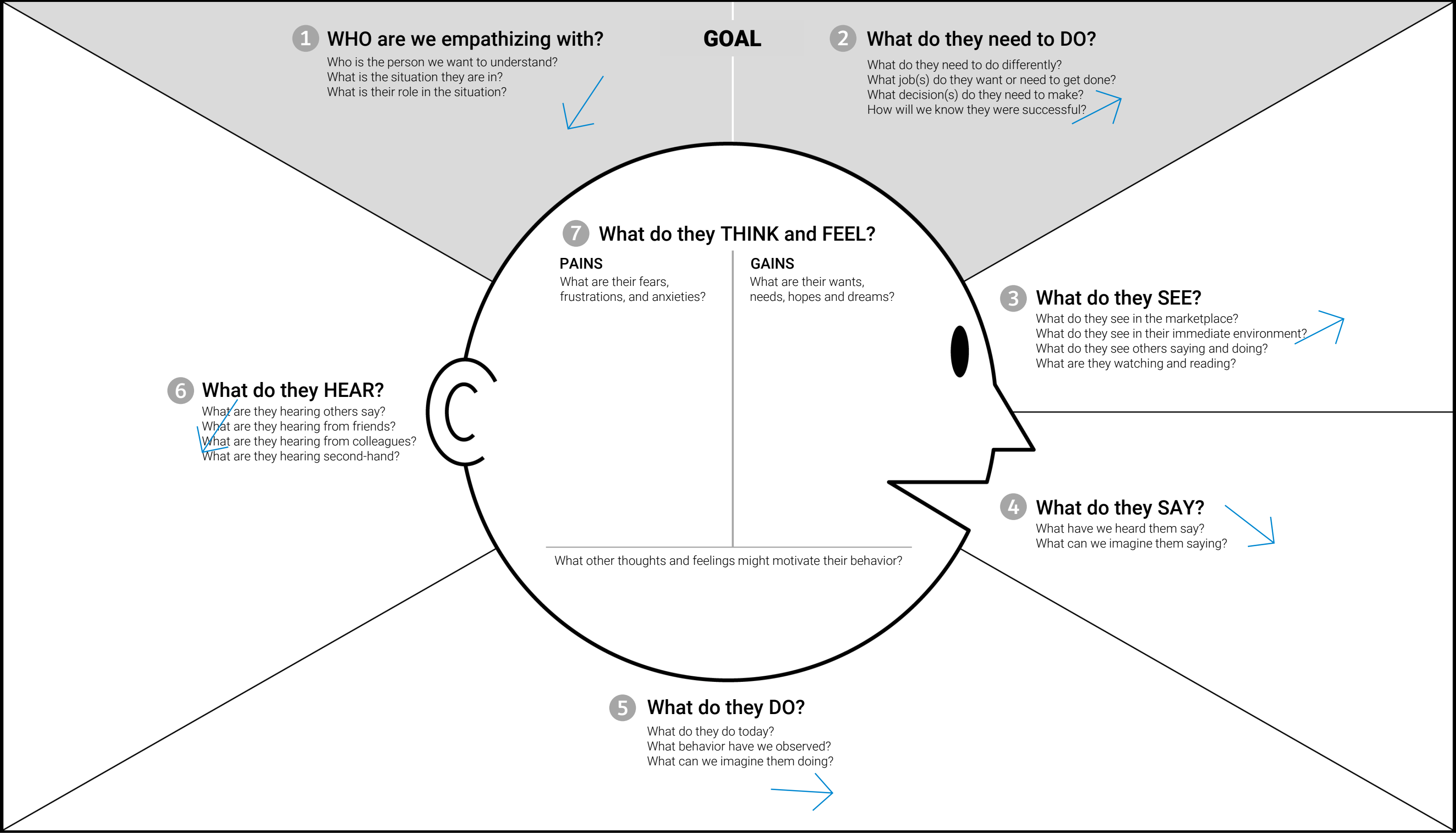
Empathy Map Canvas

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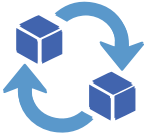


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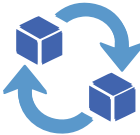

PORTER'S FIVE FORCES ANALYSIS TEMPLATE



THREAT OF NEW ENTRY	POWER OF BUYERS	THREAT OF SUBSTITUTES	POWER OF SUPPLIERS
			
COMPETITIVE RIVALRY			
			

PORTER'S FIVE FORCES ANALYSIS EXAMPLE



THREAT OF NEW ENTRY	POWER OF BUYERS	THREAT OF SUBSTITUTES	POWER OF SUPPLIERS
Consider how much money, time, and effort it would take for a company to displace you.	If you have many customers, you have the power. Otherwise, buyers can negotiate more advantageous deals elsewhere or find sources other than yours. Consider how you would treat that situation.	A competitor could create a product or model that replaces yours. On the other hand, a new product or service could also complement yours, which would create a symbiotic sales situation. Complements are sometimes considered the sixth force in the model.	The more potential suppliers you have, the better for you. Consider how having fewer suppliers might impact your operation.
			

COMPETITIVE RIVALRY

Determine who your competitors are, who the closest competitors are, and their products, prices, and quality. Fewer rivals mean more opportunity for your unique qualities to shine; many rivals mean more competitors to steal your customers and potentially better deals to lead customers elsewhere.



PESTLE template

	External factors to consider	Factors affected within my industry	Importance to organisation
Political	Government policy Political stability Tax Industry regulations Global trade agreements and or restrictions		
Economic	Exchange rates Globalisation Economic growth/ decline Inflation Interest rates Cost of living Labour costs Consumer spending habits		
Social	Consumer trends/ tastes, Fashions Consumer buying habits Lifestyle factors Career attitudes Work-life balance Population demographics		

	External factors to consider	Factors affected within my industry	Importance to organisation
Technology	Automation Innovation Disruptive technologies Social networking Upgrades Robotics Artificial Intelligence Security		
Legal	Employment law Common law Local labour law Health and safety regulations		
Environmental	Environmental restrictions imposed by in-country governments Sustainable resources CSR (Corporate social responsibility) Ethical sourcing Transportation Procurement Supply chain management Future pandemics		

Business Model Canvas

Designed for:

Designed by:

Date:










Version:

Startup Name

Name1, Name2, ...

DD/MM/YYYY

X.Y

<p>Key Partners </p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities</p>	<p>Key Activities </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES: Production, Problem Solving, Platform/Network</p> <p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial</p>	<p>Value Propositions </p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability</p>	<p>Customer Relationships </p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>Channels </p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform</p>
<p>Cost Structure </p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope</p>		<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market</p>		

Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		