

Business Problem				
BASICS	Breakdown & Segment		Alternatives	
	Economy & Industry		Context	
	Trends & Changes		Risks	
			Imitators	
		Legal IP Regulations		
		Technology		
FINANCE		MARKET		OPERATIONS
Accounting	Barriers to Entry/ Exit	Customers	Economies of Scale	
Cost Management	Brand	Needs & Value	Flexibility	
Offshoring	Loyalty	Price Sensitivity	Inventory	
Tax Advantages	Positioning	Retention	Logistics	
Cost of Capital	Capital	Partner JV Alliance	Outsource	
Hedge	Channels	Product	People	
Obligations	Distribution	Cannibalization	Collaboration	
Benefits & Retirement	Locations	Complements	Compensation Incentives	
Lease or Own	Suppliers	Differentiator	Cross Train	
Renegotiate Contracts	Company & Capabilities	Life Cycle	Culture & Satisfaction	
Retirement	Competitors	Portfolio & Diversification	Hierarchy/ Structure	
Debt Refinance	Market Shares	Substitutes	R&D	
Payment Timing	Pace of Innovation	Switching Costs	Talent Alignment	
Sell Assets	Response	Promotion	Utilization	
PROFITS	Revenues	Fixed Costs	Variable Costs	
	Cash Flow	Land & Equipment	Advertising	
	Cyclicality	Salaries	Hourly Wages	
	Forecasts	SG&A	COGS & Materials	