

**YOUR TASK**

Take a hard look at the strategic graphs. They will help you to evaluate your firm's growth up to this point. They will also help you to identify your strengths and weaknesses in each functional area.

**DECISION TIP**

Pay special attention to the Market graphs that compare all of the companies in your industry. Look for example at the Demand per Salesperson graph. It is an indicator of the overall strength of your marketing program and that of your competition. It can also be used as a benchmark to help you forecast your demand this quarter.

Compare your firm's sales force and advertising expenses to that of the competition. Are you the leader, or falling behind anywhere?

How fast have you been able to increase demand from quarter to quarter? How does your growth pattern compare to your competition? What can you do to improve the growth in your demand numbers?