

Quick Company Analysis

Your Name:	Case or Company Name	Date mm/dd/yyyy	Section
		<input type="text"/>	

Describe the business model including what products or services are produced? How is money made in terms of differentiation through Innovation and/or through cost reduction striving to be the low cost producer?

The market size is currently	The market is growing
The products in this market are constantly changing	Is the product customer or technology driven?
Describe the target market and customer segments.	Who are the existing & potential competitors?

What product features are being used to differentiate their product from the competition?

Enter feature's 1 name	Enter feature's 2 name
Enter feature's 3 name	Enter feature's 4 name

Management skills and expertise	Employee skills and expertise	Funds availability
Status of marketing/branding	Status of supply chain	Status of R&D
How far along is product development?	Is the business scalable?	

Recommendation 1: What should the company do to improve business performance over the next six months to a year?

Rationale: Why are these tactics important?

Recommendation 2: What should the company do to improve business performance over the next six months to a year?

Rationale: Why are these tactics important?

Investment strategy	Grow investment in current business
	Maintain same level of investment in business
	Pivot exiting business to a new core business
	Abandon investment