



## Community Journalism Executive Training

**Hosted by Investigative News Network**

**In partnership with The Knight Foundation and Knight Digital Media Center**

# New Media Business Plan

## Organizational and Industry Analysis Template

- 1. Give a brief description of your business model including what products or service you are producing or will produce?**
- 2. Describe your customers.**
- 3. List and describe your current competitors.**
- 4. List and describe your potential competitors.**
- 5. List and describe your current partners.**
- 6. List and describe your potential partners.**

## 7. SWOT (Strengths • Weaknesses • Opportunities • Threats)

<b>What are your strengths (sales skills, revenue product line, time management, financial resources, content production or curation, platform development, partnerships)?</b>	<b>What are your weaknesses (sales skills, product line, time management, financial resources, content production or curation, platform development, partnerships)?</b>
<b>What are the opportunities (partnerships, customers not being served, marketing, blue ocean, etc.)</b>	<b>What are the threats (substitutes, new entrants, national or local sales talent competing for same ad dollars as you, etc.)</b>

## 8. Strategy canvas for existing product compared to competitor or industry (if your quality of content is higher, then you would rank very high on content while your competitor would rank low or very low if their quality was poor):

Very High					
High					
Average					
Low					
Very Low					
Attributes	Flexibility	Price	Reach (Traffic)	Quality of Content	Market Awareness

## 9. Strategy canvas for new product compared to competitor or industry

Very High							
High							
Average							
Low							
Very Low							
Attributes	Price	Usability	Reliability	Functionality	Service	Integration	Customization