



Please provide the following information for your business. You must complete all fields. If you are unsure and need clarification from us, enter "Help". Hover your mouse above each heading for details.

**1. Business Rival**

Name your three of your rivals that pose the most threat to your business.

Rival of highest threat \*

Rival of medium threat \*

Rival of low threat \*

**2. Product Ranking**

Name and rank the products/services that you sell according to the strategic value to the business.

1st ranking product \*

2nd ranking product \*

3rd ranking product \*

4th ranking product \*

5th ranking product \*

**3. Product differentiation**

Identify the key features of each strategic product that differentiates from those offered by your rivals.

Key feature of 1st ranking product \*

Key feature of 2nd ranking product \*

Key feature of 3rd ranking product \*

Key feature of 4th ranking product \*

Key feature of 5th ranking product \*

**4. Product value**

Rank your product based on th most economic value that they add to your business (gross margin).

1st highest grossing product \*

2nd highest grossing product \*

3rd highest grossing product \*

4th highest grossing product \*

5th highest grossing product \*

**5. Product choice by customers**

Identify the dominant reason why customers choose each key product.

Reason for 1st ranking product \*

Reason for 2nd ranking product \*

Reason for 3rd ranking product \*

Reason for 4th ranking product \*

Reason for 5th ranking product \*

**6. Marketing channels**

Identify the suitability of one or more (max 3) of these distribution models for your key products. A distribution model is an integrated business model for reaching attracting, converting and retaining customers at the least cost.

**7. Sales channels**

Identify the suitability of any of these sales channels for your products. A sales channel is a way of bringing products or services to market so they can be purchased by consumers. A sales channel can be direct if it involves a business selling directly to its customers, or it can be indirect if an intermediary such as a retailer or dealer is involved in selling the product to customers.

<input type="text" value="Please select..."/>	<input type="text" value="Please select..."/>
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**8. Strategic objectives**

Identify the five strategic objectives for the next three years that your business is committed to pursue.

<p><b>Strategic objective 1 *</b></p> <input type="text"/>	<p><b>Strategic objective 2 *</b></p> <input type="text"/>
<p><b>Strategic objective 3 *</b></p> <input type="text"/>	<p><b>Strategic objective 4 *</b></p> <input type="text"/>
<p><b>Strategic objective 5 *</b></p> <input type="text"/>	

**9. Moves to attract customers**

Identify five key strategic moves that you have recently deployed to attract customers to key products.

<p><b>Strategic move to attract 1 *</b></p> <input type="text"/>	<p><b>Strategic move to attract 2 *</b></p> <input type="text"/>
<p><b>Strategic move to attract 3 *</b></p> <input type="text"/>	<p><b>Strategic move to attract 4 *</b></p> <input type="text"/>
<p><b>Strategic move to attract 5 *</b></p> <input type="text"/>	

**10. Moves to outcompete rivals**

Identify five key strategic moves that you have deployed to outcompete your key rivals.

<p><b>Strategic move to outcompete 1 *</b></p> <input type="text"/>	<p><b>Strategic move to outcompete 2 *</b></p> <input type="text"/>
<p><b>Strategic move to outcompete 3 *</b></p> <input type="text"/>	<p><b>Strategic move to outcompete 4 *</b></p> <input type="text"/>
<p><b>Strategic move to outcompete 5 *</b></p> <input type="text"/>	