

Assessing Your Business Potential

COMPANY ANALYSIS

What does growth mean to you?

How do you measure your business' growth?

Perform a SWOT Analysis:

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Describe the expertise, experience and ambition of you and your management team:
(I.e. describe training/ education, awards won, discuss areas of expertise, describe
entrepreneurial spirit/ desire for growth)

What are your business objectives?

What are your business' core competencies?

Do you currently fulfill all your orders? (i.e. your business does not experience excess
capacity) Y / N

Does your business exceed in the domestic market? Y / N

Is there demand for your products/ services outside the domestic market? Y / N

Do you currently sell outside the domestic market? Y / N

Do your products/ services have uniquely selling features? Y / N

Explain why your business has exporting potential:

MARKET AND CUSTOMER ANALYSIS

How do you sell your products/ services? __ B2B __ B2C __ Both

How would you describe your product/ service offering?

How do you deliver your products/ services to your customers?

- B2C
- Directly to customers
- Wholesalers
- Distributors
- Agents
- Retailers
- Other:

If you sell B2B, segment your target audience by:

- Size of the organization
- Number of employees
- Industry

If you sell B2C, segment your customer base by:

- Demographics
 - Age group
 - Sex
 - Location

Which of the following factors affect your customers' willingness to buy from you?

- Supply
- Demand
- Price
- Opportunity Costs
- Competition
- Other:

Looking at your product/ service offering, are there aspects of your business that could be sold B2B? Y / N



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What does your target audience look like?

How many customers are in your target audience?

In what geographic location do you make most of your sales?

Are you filling a gap in the market? Y / N
How?

Why do customers choose you?

- Competitive advantages/ unique selling features
- Value of products/ services
- Customer service
- Quality assurance
- Loyalty to your business
- Other:

Are there any barriers of entry into new markets that are deterring you from growing your business?

COMPETITIVE ANALYSIS

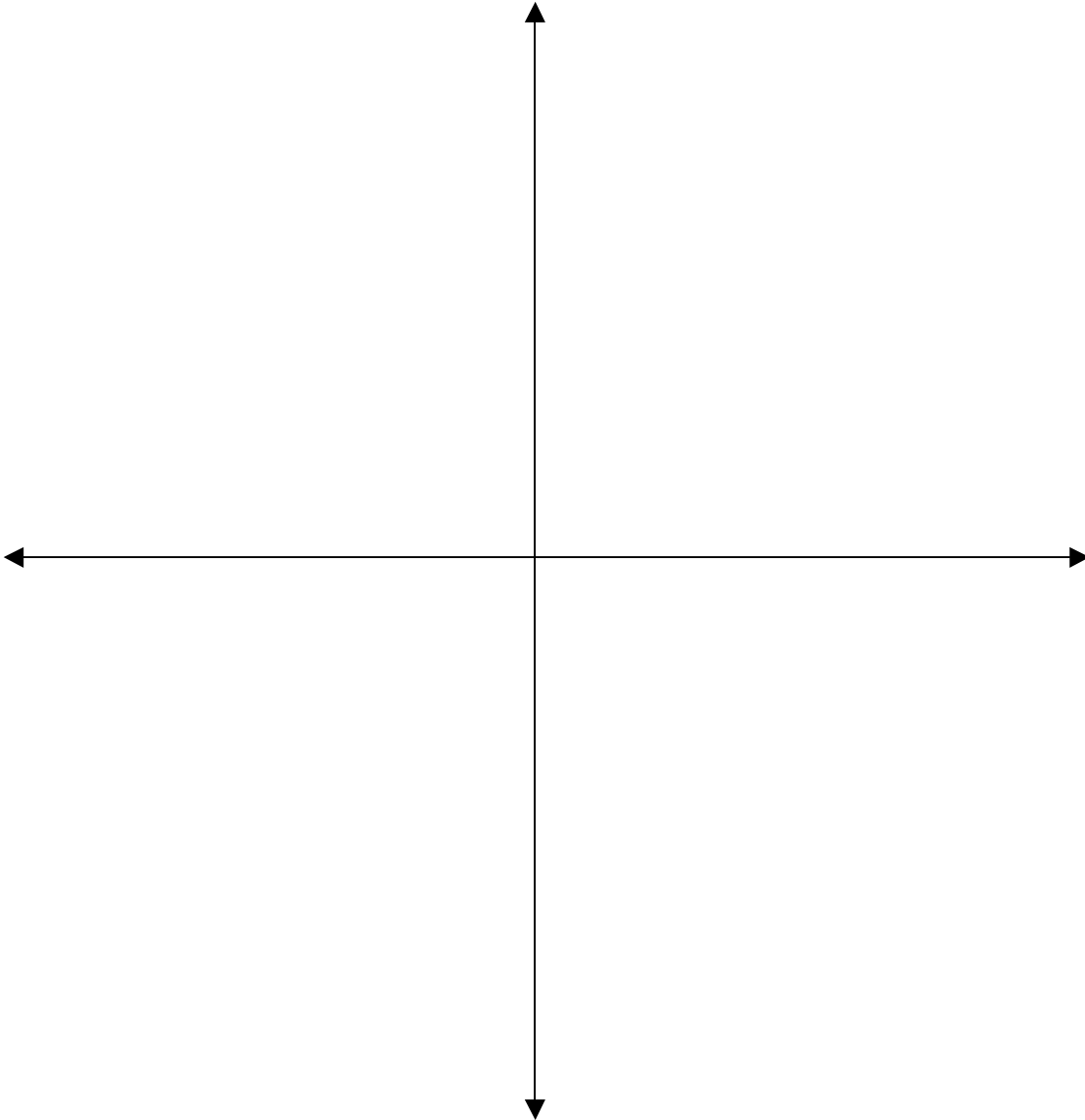
Who/ what are your direct competitors?

Who/ what are your indirect competitors?

What do you do better than your competitors?

What do your competitors do better than you?

Place your product/ service on the positioning map (in relation to your competitors)



STAFFING ANALYSIS

How would you describe the workplace culture of your business?

How many employees do you currently have?

What skills do your employees have?

What training do your employees have?

Do you require your employees to have certain training/ experience?

Will your employees need additional training to facilitate business growth? Y / N

If yes, what type of training?

Do you need new employees to facilitate growth? Y / N

What skills and/ or training will the new employees need?

Are employees with these skills and/ or training available in your domestic market's labour force? Y / N

Does your business need to hire (or contract) a(n):

- Accountant
- Lawyer
- Banker
- Marketing Specialist
- Graphic Designer
- Other:

ADDITIONAL CONSIDERATIONS

Will your current business location suitable for business growth? Y / N
(I.e. is it big enough to house extra stock, new employees, new offices, etc.)

Are your current computer systems able to cope with a new change in business operations? Y / N

Will you need new software or equipment? Y / N

Will you need training on how to operation the new systems? Y / N

How do you currently promote/ market your business?

Are there new customers you wish to target but haven't reached yet? Y / N
How will you reach them?

How does your business currently innovate?

How can your business innovate for the future?

What is your vision for your business?

For the next year:

For the next three years:

For the next five years:

What are your goals (in terms of growth)?

(For example, increase sales by 5%; hire 3 new employees by year-end, etc.)

For the next year:



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Business Connections

For the next three years:

For the next five years:

What are the steps you are going to take to make business growth a reality?
