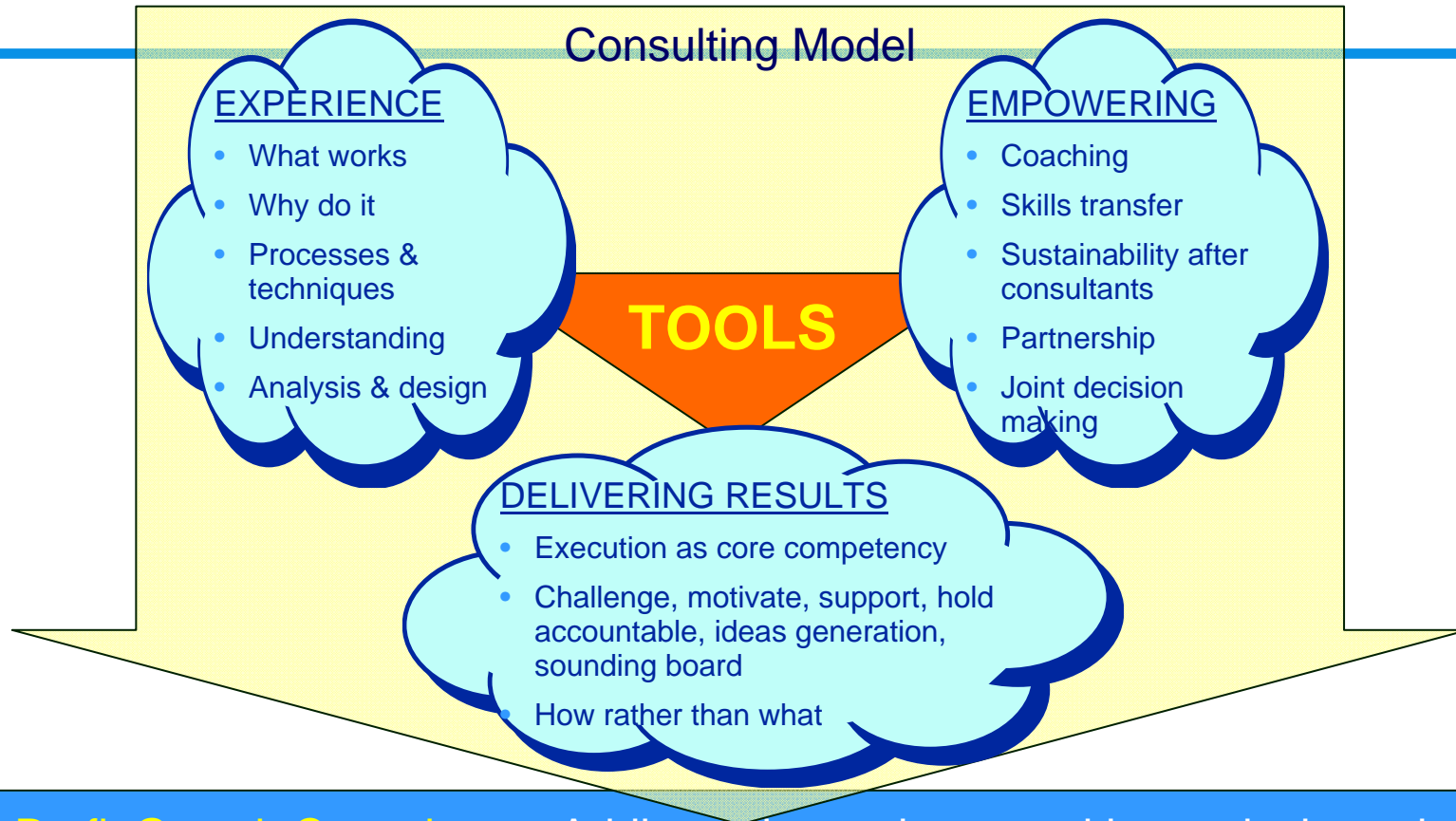


Strategy Analysis Worksheets

Where are we now

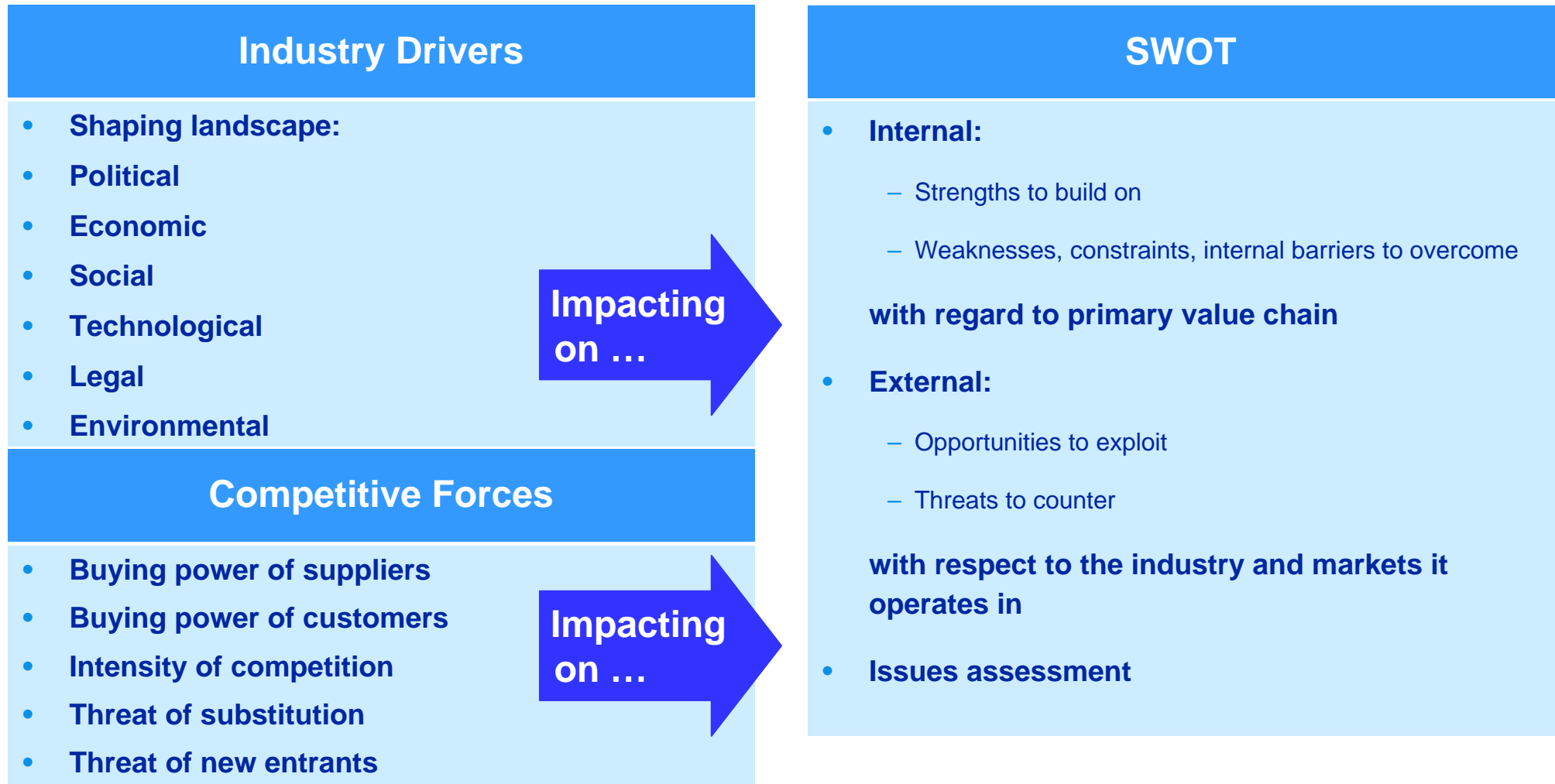
Caution: Please use these free resources with care as incorrect use can be detrimental to your business



Profit Growth Consultants: Adding value to the consulting tools through experience and empowering methodologies to deliver results

Consider these tools like the steering wheel of a Ferrari (your business) on a racetrack (during change) – expect crashes from inexperienced drivers

We need to understand both the external environment we operate in and how well we shape up in it



SWOT analysis

Strengths	Weaknesses
Opportunity	Weaknesses

Industry Attractiveness

Power of Suppliers

Threat of Substitution

Industry Rivalry

Power of Customers

Threat of New Entrants

PESTLE External Analysis

Political	Economic	Social
Technology	Legal	Environment

Which generic strategy are we following?

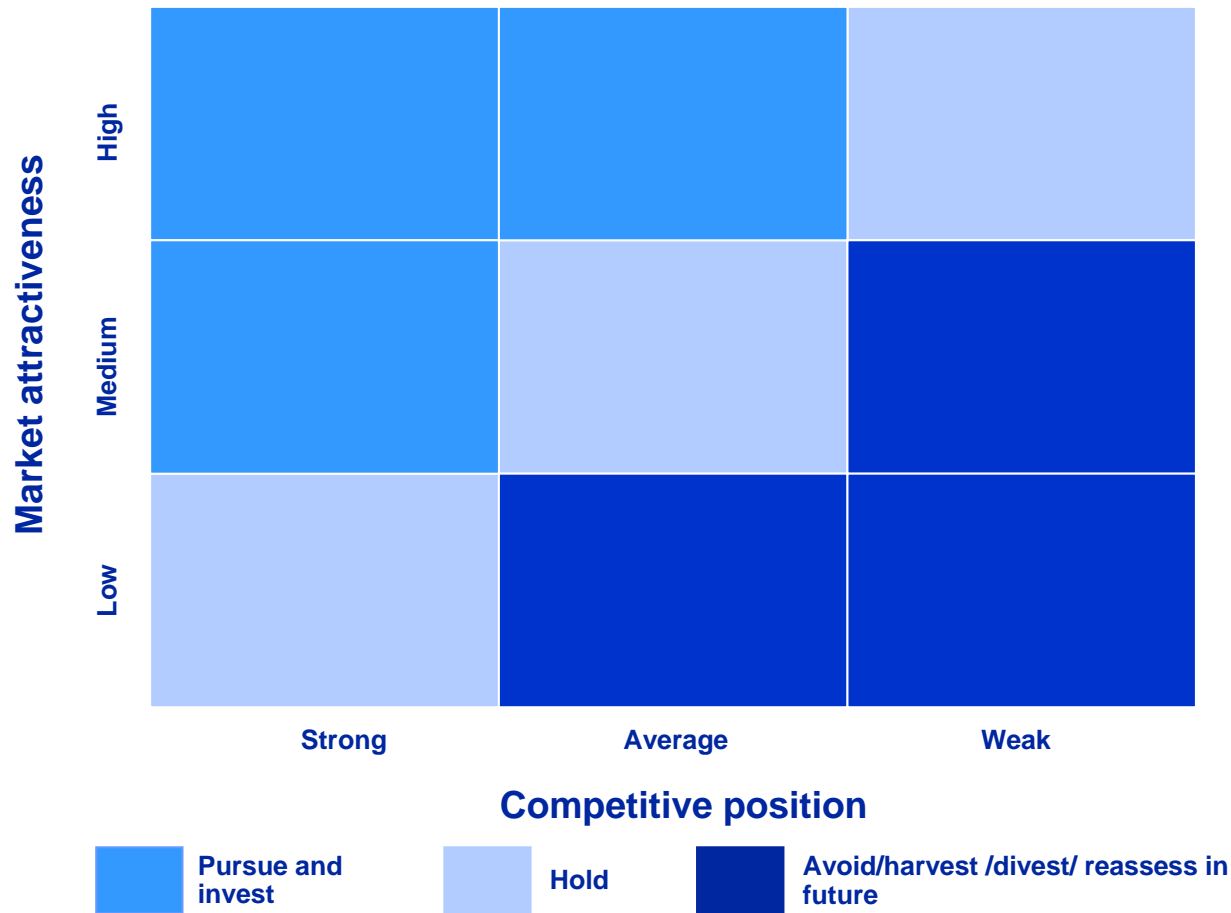


Market attractiveness scoring

Industry Attractiveness Factor	Min/Max Score			
Industry profitability past 5 years	0 – 40			
Industry profitability trend	0 - 10			
Barriers to entry	0 – 10			
Future market growth rate	0 – 10			
Capacity/demand balance	-20 – 0			
Substitution threat	-20 – 0			
Power over suppliers	0 – 10			
Power over customers / consumers	0 – 20			
Get out, sell/close	<0			
Unattractive – sell if not market leader	0 – 25			
Not attractive – but segment leaders can make a living	26 – 50			
Neutral – competitive position is all	51 – 60	✓		
Attractive – consolidate position and gain/maintain leadership	61 – 75			
Unusually attractive – invest heavily for leadership	>75			

Focus on attractive market segments where it can develop or maintain a competitive advantage

Segmentation and targeting:



Contact us for further assistance



Dale Pudney

Principal: Profit Growth Consultants

Director: TMA SA

***Nominee: Certification Governance Board
(Standards Committee) for Certified
Turnaround Practitioner Qualification***

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