

COMPETITION

Give here a short, one sentence description of how you differ from your greatest competition in the market.

Who are your competitors? How do you analyze your competitors? What do they do, what do they offer, what is your best customer?

How does your business compare to your competitors: what are the advantages and business benefits your competitors?

Explain what makes your competition stand out, and what makes you stand out from your competitors.

COMPETITIVE ANALYSIS

Description	Market company	Company 1 name	Company 2 name
Service 1	x		x
Service 2		x	
Service 3	x		x
Service 4	x	x	x
Service 5	x	x	

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S.W.O.T. ANALYSIS

Give here a short, one line introduction to the strengths, weaknesses, opportunities and threats in your business.

STRENGTHS

What are the strengths of your business? Consider your location, staff, resources, team, marketing experience, relationships, big networks.

WEAKNESSES

What are the weaknesses of your business? Consider your location, staff, resources, team, marketing experience, relationships, big networks.

OPPORTUNITIES

What opportunities are there for your business? Is there a market gap? Are your competitors lost? Consider how your business can fill the gaps, how you can improve your business, how you can improve your business.

THREATS

What are the threats to your business? Is there a market gap? Are your competitors lost? Consider how your business can fill the gaps, how you can improve your business, how you can improve your business.

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P.E.S.T. ANALYSIS

Give here a short, one line introduction to the external political, economic, social and technological factors that influence your business.

POLITICAL

What are the political factors that influence your business? These may include things like legislation, regulations, taxes, interest rates, etc.

ECONOMIC

What are the economic factors that influence your business? These may include things like inflation, economic activity, interest rates, economic depression, etc.

SOCIAL

What are the social factors that influence your business? These may include things like demographics, culture, religion, education, etc.

TECHNOLOGICAL

What are the technological factors that influence your business? These may include things like technology, innovation, etc.

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LINE OF BUSINESS

Give here a short, one sentence description of what your business offers to its clients.

Describe what your business does, and how your clients benefit from it. You can give more detail on the products your business is selling, and how it is selling them. How you manage a business is also part of your line of business or services and what your clients can expect from you.

LINE OF BUSINESS 1

Describe the line of business. For example, if you want to offer web design services, you would get more information about what it means to provide your clients. Clients also like the actual packages here and just the overall offering as well as you do.

LINE OF BUSINESS 2

Describe the line of business. For example, if you want to offer web design services, you would get more information about what it means to provide your clients. Clients also like the actual packages here and just the overall offering as well as you do.

LINE OF BUSINESS 3

Describe the line of business. For example, if you want to offer web design services, you would get more information about what it means to provide your clients. Clients also like the actual packages here and just the overall offering as well as you do.

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PRODUCTS

Give here a short introduction to what type of products and/or services you are offering.

What are you selling? Give here an overview of your products and/or services and how they affect your business. Before you can describe them more detail, it is best to list all products and services that are included in your business and what they are.

PRODUCT SUBTYPE

Product 1 name	Product 2 name	Product 3 name
Describe the product name and how it benefits your clients.	Describe the product name and how it benefits your clients.	Describe the product name and how it benefits your clients.
Product 1 name	Product 2 name	Product 3 name
Product 1 name	Product 2 name	Product 3 name
Product 1 name	Product 2 name	Product 3 name
Product 1 name	Product 2 name	Product 3 name
Product 1 name	Product 2 name	Product 3 name
Product 1 name	Product 2 name	Product 3 name
Product 1 name	Product 2 name	Product 3 name

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PRICING STRATEGY

Give here a short introduction to your pricing strategy.

How does your pricing work? Why are your products priced the way they are? How have you decided on your target groups? What is your pricing strategy? Can your business pay the price? How do you price your products? What is your pricing strategy? How do you price your products?

Describe here the considerations you have made for your pricing strategy. Remember that price is not the only factor, but it is the most important factor in your pricing.

Product	Required price per unit	Marketing cost	Profit	Price
Product 1 name	\$1	\$1	\$1	\$1
Product 2 name	\$1	\$1	\$1	\$1
Product 3 name	\$1	\$1	\$1	\$1

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