

What need are you seeking to address? Why should your business exist?

What is your product or service?

What are the values of your business?

Who are your customers?

How will you deliver?

How do you reach your audience?

When are the opportunities to supply?

When would you be looking for funding?

Business needs template

	1 month	3 months	6 months
Finance / funding			
Marketing / sales			
Production			
Operations / set-up			
Contacts			
My needs			
Support required			

SWOT Analysis

State what you are assessing here _____

- Advantages
- Experience, knowledge
- Unique characteristics
- Resources
- Geographical advantage, location
- Relationships
- Competence, capabilities
- Quality, reputation

strengths

weaknesses

- Disadvantages
- Gap in experience, knowledge
- Financial aspects
- Reliability and trust
- Loss of key staff
- Geographical factors

- Strategic alliances, partnerships
- Service development
- Gaps in the market
- Emerging Policies
- Demographic trends
- Innovation and technology development

opportunities

threats

- Loss of alliances and partners
- Strong competition
- Competitors new services and innovation
- Funding
- Staffing