

internal analysis

Identify key areas within organizational control that can impact goal-attainment and the effectiveness of operational and marketing strategies.

1

Inventory your resources and capabilities for each category, specifically items that can give you an advantage or disadvantage in meeting the needs of your target markets.

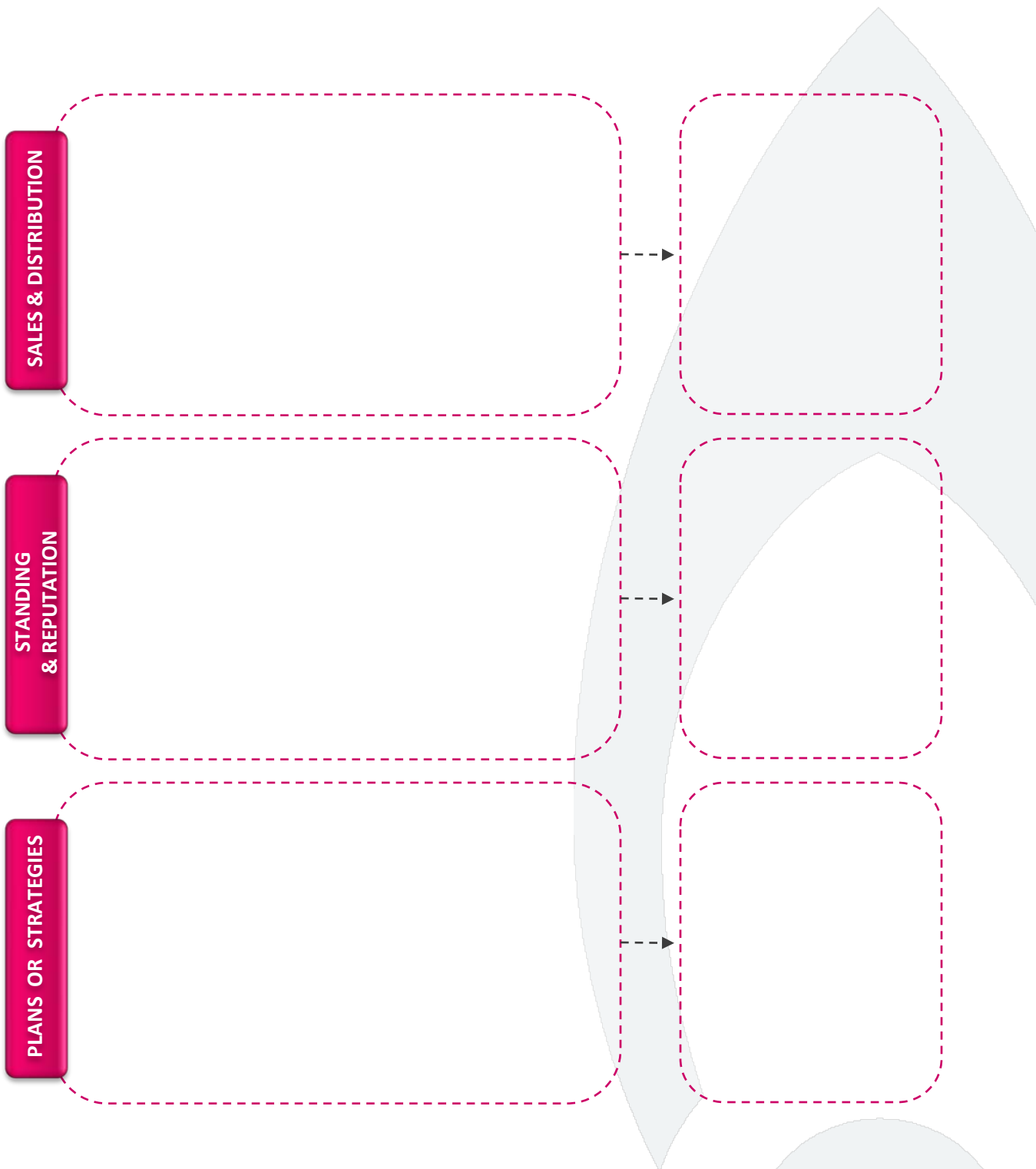
2

Write a brief statement on the potential impact of the most critical issues.

MARKET SHARE		
OFFERINGS		
MARKETING		

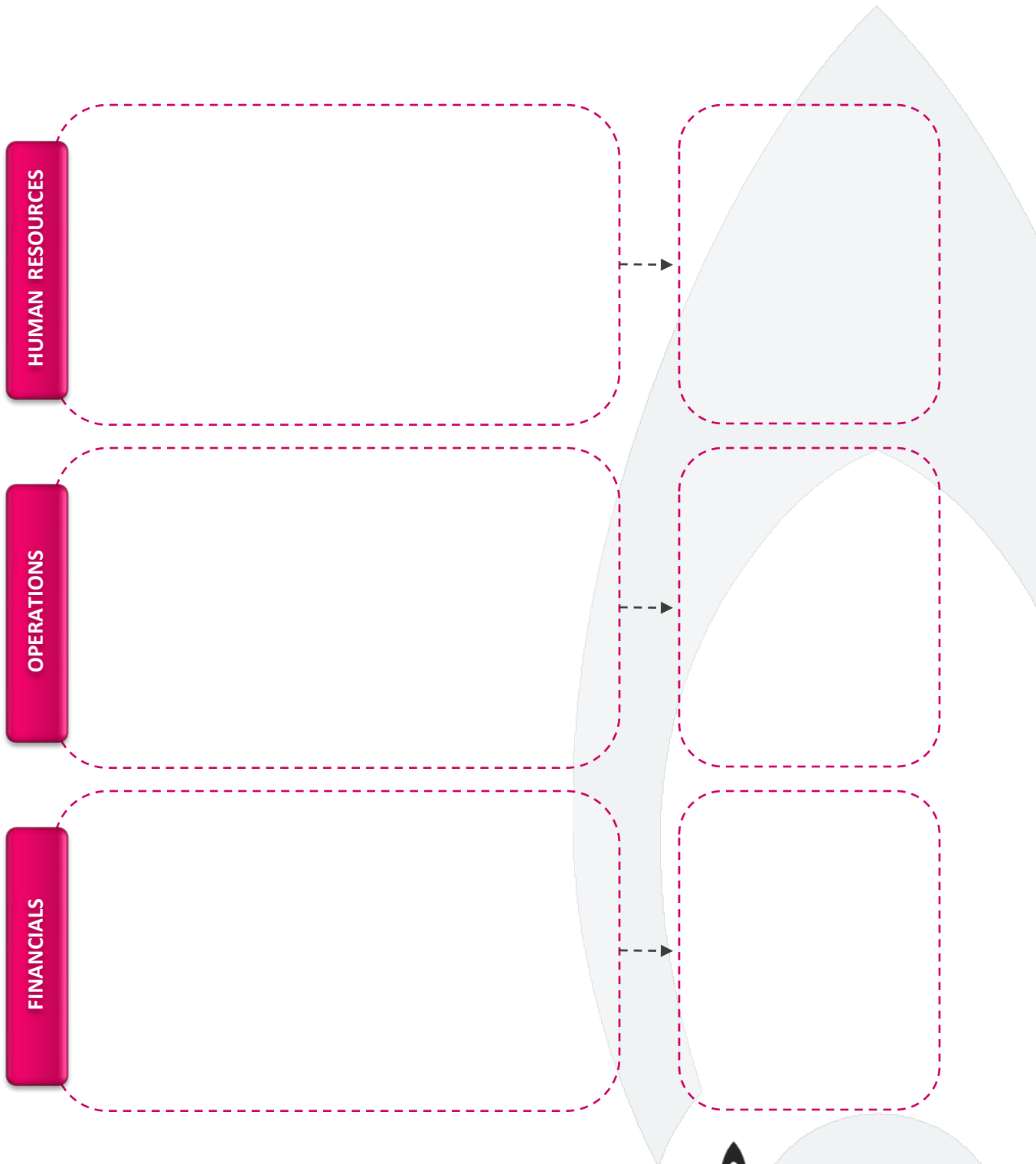
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Next Step: SWOT