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| **Information required** | **Why is this useful to know?** | **Where is this information?** |
| What does your organization do? |  |  |
| Why does it do it?   * It is an established market leader in this area of business * Proud tradition in this area of business * Area is profitable and in high demand by customers * Founders have interest or knowledge of this area |  |  |
| How is the organization structured?   * Product or service * Location or country * Department or function |  |  |
| Who are your competitors?   * Established organisations against whom you have been competing for some time * New entrants to the market who are smaller and react quickly to customer demand |  |  |
| How stable is the political/regulatory environment? |  |  |
| Is your area of business subject to media scrutiny? |  |  |
| Is there a lot of innovation in your marketplace?   * What are the three latest innovations that affect your area of business? * Over what time period were these innovations launched? |  |  |
| Who are your customers? |  |  |
| Is the number of customers that you serve increasing or decreasing? |  |  |
| Do customers have high levels of repeat business? |  |  |
| **Information required** | **Why is this useful to know?** | **Where is this information?** |
| Are customers actively engaged in providing feedback on their experience with your organization? |  |  |
| Why do your customers buy from you?   * Your organisation offers a unique product or service * Your organisation offers value for money * Your organisation offers quality of service |  |  |
| What are the biggest concerns for those running the organisation?   * Competition * Rising costs * Falling sales * Inability to pass on cost rises to customers * Regulatory changes * Instability in the supply chain |  |  |
| What would your organization like to be better at?   * Faster to market * Greater range of products or services * Greater efficiency * Increased profit margin * More customers * Fewer complaints from customers * Operating in more locations |  |  |
| How are closely do these points align to the strategic objectives? |  |  |
| Where does your area of expertise fit in? |  |  |
| What problems does your work solve? |  |  |
| What opportunities does your work offer to customers and those running the organisation? |  |  |