|  |  |  |
| --- | --- | --- |
| **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? |  |  |