

GROWING YOUR OWN BUSINESS: A WORKBOOK

EXERCISE 3.22

KEY SUPPLIERS

Who are your existing key suppliers?

What are their strengths?

What are their weaknesses?

Who are the alternatives to these suppliers?

What are the alternatives' strengths?

What are the alternatives' weaknesses?

Where does the advantage lie between current and alternative suppliers:

> Now?

> In the future, as your business grows?