

GROWING YOUR OWN BUSINESS: A WORKBOOK

EXERCISE 4.1

SUMMARISING OUTPUT FORMS - I

	Targets	Actions
Factor 1: Environment		
Factor 2: Market		
Factor 3: Customers		
Factor 4: Direct Competition		
Factor 5: Suppliers		
Factor 6: Promoters / Management Team		
Factor 7: Strategy		
Factor 8: Marketing		
Factor 9: Sales / Promotion / Channels		

	Targets	Actions
Factor 10: Products / Services		
Factor 11: Process		
Factor 12: Product Development / Innovation		
Factor 13: Human Resources		
Factor 14: Use of Financial Resources		
Factor 15: Financial Performance		
Factor 16: Systems & Administration		
TOTAL		