

CUSTOMER PROFILE: CHANGE DRIVERS

STRENGTH	WEAKNESS			
• Point 1	Point 1			
Point 2	• Point 2			
Point 3	Point 3			
Point 4	Point 4			
• Point 5	Point 5			
• Point 6	Point 6			
OPPORTUNITY	THREAT			
Point 1	POINT 1			
• Point 2	POINT 2			
Point 3	POINT 3			
• Point 4	POINT 4			
• Point 5	POINT 5			
Point 6	POINT 6			
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