

Business Strategy Analysis Checklist



1

Business Context

- Understand the current market conditions, industry trends, and competitive landscape.
- Define the business goals and objectives that the strategy aims to achieve.
- Assess the organization's strengths, weaknesses, and opportunities.

2

Customer Analysis

- Identify target customer segments and their needs, preferences, and behaviors.
- Evaluate customer satisfaction and feedback to inform strategy adjustments.
- Analyze customer acquisition and retention strategies.

3

Competitive Analysis

- Identify direct and indirect competitors and their market positioning.
- Analyze competitors' strengths, weaknesses, strategies, and market share.
- Evaluate competitive advantages and differentiation opportunities.

4

Financial Analysis

- Review financial statements (income statement, balance sheet, cash flow statement).
- Analyze profitability, revenue growth, and cost structure.
- Assess financial performance against industry benchmarks and forecasts.

5

Market Analysis

- Conduct market segmentation and assess target market size and growth potential.
- Evaluate market trends, regulatory changes, and technological advancements.
- Identify niche markets and emerging opportunities.

6

Strategic Fit

- Ensure alignment between business strategy and organizational capabilities.
- Evaluate how the proposed strategy leverages core competencies.
- Assess the feasibility and scalability of the strategy.