**Quick Documents – Client Overview**

Please pick one of your current clients and identify a specific product or service that they provide. Next, complete the boxes below in relation to the selected product / service.

**Client name**……………………………………………………….

**Product / service being analysed** ……………………………………………………….

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| The client's business background | Provide a brief description of the overall business in terms of what the client does, where it operates etc. |  |
| Step 1 – Industry Analysis | Describe the characteristics of those industry forces relevant to the product / service in question which have the biggest impact on profitability in terms of the client’s buyers, suppliers, competitors, threat of new entrants and substitutes. |  |
| Step 2 – Market Positioning | In relation to which (if any) customer needs do you believe the business attempts to differentiate itself from its competitors? |  |
| Step 3 – Strategy selection | What are some of the most important Business Strategies pursued by the client that is uses to address its industry forces? |  |
| Step 4 – Key assets | Which Key Assets does the client have in place to execute its Business Strategies? |  |
| Step 5 – Interpreting change | Are there any changes on the horizon in terms of Political, Economic, Socio-Cultural or Technological conditions that could impact on the client? What would be the implications of this change on the client’s industry forces? |  |
| Step 6 - Responding to Change | How could the client use its strengths to deal with the changes identified at Step 5 in a superior manner to the competition? |  |
| Step 7 - Building for the Future | What other markets (in terms of products / services / geographical markets) could the client go into where it can utilise its strengths? |  |