Art of Business Analysis™

Business Growth Planning – the 1st Step to Accelerating Concepts into Profits!

The "*Road Map*" to success is a simple *process*:

Internal

External Assessment

Internal Assessment/ Visioning
What are you doing today & and how do you see the future?

Business/Product Concept
High Level Design

Industry Analysis
Trends*Market size*Growth*
Consumer profile*Distribution*Suppliers
Threats*Opportunities*Costs

Competitor Analysis
Top 5 companies/products
Revenues
Intensity of Competition
Competitor Strategy

Company Strengths
And Weaknesses

Growth/Breakthrough Whiteboard Session

Strategic Marketing Plan Development

Business Processes

Product Description
Branding * Positioning * Features Functionality * Value Proposition

Target Markets
Customer Description

Distribution Plan
Sales outlets defined

Promotion Plan
Reaching your target customer

Pricing Plan

Estimated Sales Volumes

Competitive Advantage

Risks/Solutions
How to mitigate the risks

Go/No-Go Decision points

Go/No-Go Decision points

Implementation Plan

Financial Forecasts

Implementation & REVENUE REALIZATION $$

Art of Business Analysis, LLC * 1026 N. Cedar St. Col. Springs, Co. 80903 * 719-471-2458 * www.ArtBusAnalysis.com * Donna@ArtBusAnalysis.com