

WORKSHEET MARKET POSITION

Financials

Sales			
Net Profit			
EBTDA			

Employees

Salaried			
Hourly			

Financial Ratios

Quick Ratio			
Net Margin			
Operating Margin			
Sales/Empl			

Competencies

- 1.
- 2.
- 3.
- 4.
- 5.

What We Are

Strengths

Opportunities

Weaknesses

Threats

Non-Competencies

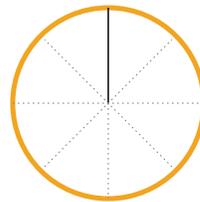
- 1.
- 2.
- 3.
- 4.
- 5.

What We Are Not

Unique Advantage

Market Drivers

- 1.
- 2.
- 3.
- 4.
- 5.



Brand Vision

Marketing Plan

Campaigns

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.