



Checklist to screen your bussness strategy

With this checklist you can screen your business strategy and find the areas of improvement. If you need advice or help contact us (walo@vonmuhlenen.net).

Questions	1 = Exists 100% 5 = does not exist				
	5	1	3	2	1
1. Are the profile and the mission of the company written down and communicated to the employees?					
2. Is your market defined (your offer/your area) and do you know the market structure?					
3. Did you define the markets you want to be active?					
4. Do you know your strength and weaknesses?					
5. Do you know the success factor of your markets and the killing criteria?					
6. Do you know your strategically success point?					
7. Do you know and did you analyse your value chain?					
8. Did you define how you will optimize the value chain?					
9. Do you know the earning contribution of each product and distribution channel?					
10. Do you know your consumer, your market segments, their size and potential?					
11. Do you know your submarket their size and potential?					
12. Did you analyse the political social, economic environment and have the trends been valued against the impact to your company?					
13. Do you know your stakeholders and their leaders (investors, employees, supplier, customer, etc?)					
14. Do you know the external influencer and did you value their influence?					
15. Do you know the distribution channels their size and their relevance for your company?					
16. Did you analyse the trends in distribution and did you value them?					
17. Do you know your competitors their brands, development, strength and weakness?					
18. Did you define your market strategy? (Market development, submarket development or direct competition)					
19. Did you position your offer and is he position in accordance with your market strategy.					
20. Did you define the distribution channels and how to work them?					
21. Did you define the priorities of action for the consumer, the distribution, the external influencer and the stakeholders?					
22. Did you define the sales objective per product/market segment/partial market?					



23. Did you define the earning targets per product and Distribution channel?					
24. Did you plan the financing and the infrastructure?					
25. Has the strategy been checked by an external?					

Evaluation: Max. 125 points

100 – 125 Points

Very good, the strategy is well defined with a few areas of improvements

80 – 100 Points

Good; some areas of improvements exists

60 – 80 Points

Your strategy is not defined clearly

40 – 60 Points

The definition of your strategy is not sufficient.