

Strategic Factors Analysis

1. Identify specific customer/client or a specific customer/client group. Insert in upper left corner.
2. Identify specific product/service to be offered. Insert in upper right corner.
3. Identify the strategic factors considered important to the identified group in suggestion 1. Enter these as column headings along with *Price, Quality, and Delivery*.
4. Rank these strategic factors in order of importance, and enter your numerical results into the column headings labeled *Rank*.
5. Compare answers with others and attempt a consensus.
6. List yourself as the first entry under *Companies*; then, in descending order of market share, continue with a list of your competitors.
7. Compare answers with others and attempt a consensus.
8. Insert numbers into the matrix indicating each competitor's ranking with respect to each strategic factor.
9. Compare answers with others and attempt a consensus.
10. Identify rankings which are likely to be subject to attempts at change or which may be likely to change due to economic environment factors. Identify direction of such changes with arrows.
11. Compare answers with others and attempt a consensus.
12. In the space provided, write a short summary of the above described situation.