**Pre-Meeting Internal Analysis**

**Specify the client and the client product / service to be analysed:**

**Step 2**

Using the space below, make a note of all of the clients’ customers’ needs and then underline those that you think the client seeks to prioritise (e.g. price, quality, variety, expertise, location etc).

**Step 3**

A quick way of identifying the key **Business Strategies** pursued by a business is to focus on the more popular strategies which can be used to win / retain **Customers** and address **Suppliers** (in order to reduce costs). From the popular Customer and Supplier strategies listed below, please tick which ones you believe will be relevant to the client in question:

**Customers**:

* Provide unique product / service features

Specify unique features (see Step 2):

………………………..…………………………………….

* Sell the cheapest product / service
* Tie buyers in with long term agreements
* Provide a customer loyalty scheme
* Make it difficult for customers to switch
* Provide complementary products/services
* Accentuate benefits of the product or service through: product packaging / marketing / advertising

**Suppliers**:

* Reduce costs by providing Limited Product / Service Features.
* Maximum Resource Utilization
* Buy the cheapest possible inputs
* Outsource production
* Sell-online
* Exercise efficient supply chain management
* Adopt automated processes
* Grow the business to generate supply side economies of scale

**Step 4**

Please specify the key assets that the client will need to have in place to execute the Business Strategies identified above.

Please specify the Functional strategies which could be used to put the Key Asset in place.