

Client:

Date:

Introduction

Business Mission

Organization & Affiliations

Key Contacts

Products & Services

Description & Use

Markets

Segmentation

- Geography
- User/preference segments
- Decision-makers / Influence groups
- Internal Audiences

External factors

- Regulation
- Economy
- Trends/Cycles

Competition

Direct

Indirect

Key competitors

“SWOT”: Performance vs Competition

Strengths

Weaknesses

Opportunities

Threats

Branding

Positioning Model

Position Statement

Brand Character/Values

Key Language/Images