

Situation

Rear-view: pertaining conditions that have a relevant and material impact on planning decisions with regards to internal or external environmental factors.

Core Competencies

Unique abilities or assets of the business that provide the basis for the provision and realization of value to customers, and are critical to the creation of competitive advantage.

Obstacles

Potential issues or threats that could jeopardize the realization of the Core Competencies and thereby impinge on the ability to deliver future Prospects.

Prospects

Opportunities that exist internally or externally to the business which can enhance sales and / or profits, created through leveraging its Core Competencies and overcoming Obstacles.

Expectations

Future-view: predictions of future internal and external conditions that are likely to materially influence, positively or negatively, the delivery of plans to meet the identified Prospects.

For (Company / Brand): _____ Prepared By: _____ Date: ____/____/____ Iteration: _____

SCOPE Situational Analysis

Situation



Core Competencies



Obstacles



Prospects



Expectations



For (Company / Brand):

Prepared By:

Date:

Iteration: