



Assessment

Business Self-Assessment

Presented by
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Business Overview:

- What is the name of your business?
- Is your business based solely in a particular region, or do you operate in other regions as well?
- What specific products or services do you provide?
- Who are your ideal clients? It helps to be quite specific about this, if you can.
- What makes your business stand out from the competition?
- How do you position your services in terms of pricing relative to competitors? Are you premium-priced, competitively priced, or do you offer luxury services at accessible rates?

Current Market Position:

- What is your best opportunity to position yourself given what you've understood about the industry review? Consider emerging trends, customer demands, and market gaps.
- What strengths have you been underestimating or not fully leveraging? How can you turn these into your competitive edge?
- What weaknesses could be turned into strengths if approached differently? Consider areas where you've been struggling but could improve with the right strategy.
- Where do we see opportunities that others might overlook? Identify market gaps, niche segments, or underserved areas.
- What trends or shifts are emerging that we can capitalize on before our competitors do? If competitors are already onto it, how do you pivot with a twist to set yourself apart?
- What potential threats could disrupt your progress? Consider economic factors, regulatory changes, or new competitors.

- How do our market trends and competitor behaviors align with our current strategy? Are we moving in the right direction, or do we need to pivot?
- What internal resources have we underutilized that could help us accelerate our progress? Think about personnel, technology, partnerships, or unique skills.
- What social connections, unique knowledge, skills, or resources can we leverage to make our business a success? Consider your network, partnerships, and community ties.
- Who are the consumers in this industry and the ideal clients we should target? How can you better serve this demographic?
- What's been holding you back, and how can you address it head-on? Identify the barriers to your success and strategize ways to overcome them.

Business Goals:

- What are your immediate objectives (e.g., increasing market share, launching a new service, improving brand visibility)?
- Where do you see your business in the next 3-5 years? (e.g., expanding to other regions, becoming the leading provider of your industry)