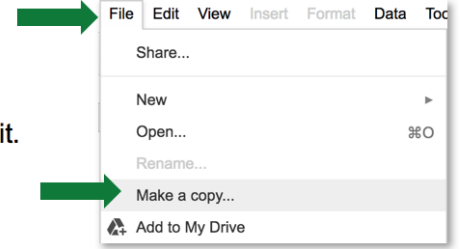


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## NEW PRODUCT BUSINESS CASE

### EXECUTIVE SUMMARY

### MISSION STATEMENT

### PRODUCT or SERVICE TO BE DEVELOPED

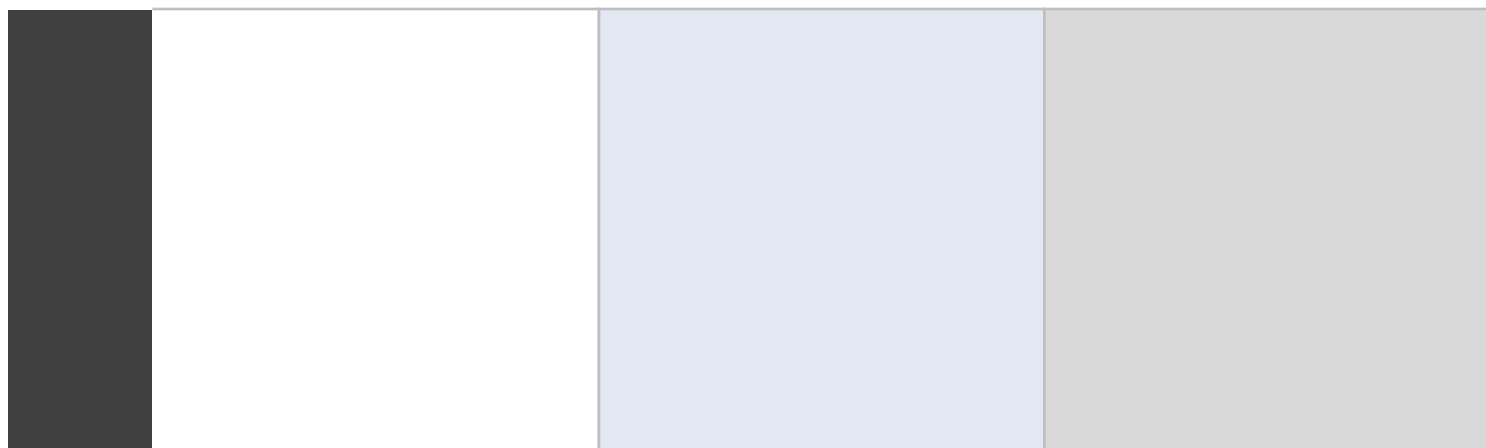
### MARKETING STRATEGY

# COMPETITIVE ANALYSIS

## SWOT ANALYSIS

Strengths, Weaknesses, Opportunities, Threats

|                  |                   | INTERNAL FACTORS                           |                                             |
|------------------|-------------------|--------------------------------------------|---------------------------------------------|
|                  |                   | STRENGTHS (+)                              | WEAKNESSES (-)                              |
|                  |                   |                                            |                                             |
| EXTERNAL FACTORS | OPPORTUNITIES (+) | STRENGTHS (+) / OPPORTUNITIES (+) STRATEGY | WEAKNESSES (-) / OPPORTUNITIES (+) STRATEGY |
|                  |                   |                                            |                                             |
|                  | THREATS (-)       | STRENGTHS (+) / THREATS (-) STRATEGY       | WEAKNESSES (-) / THREATS (-) STRATEGY       |





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