**SWOT ANALYSIS**

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| --- | --- | --- | --- | --- | --- |
| Company | STRENGTHS | WEAKNESSES | OPPORTUNITIES | THREATS | STRATEGIES |
| US |  |  |  |  |  |
| COMP1 |  |  |  |  |  |
| COMP2 |  |  |  |  |  |
| ALT 3 |  |  |  |  |  |

**TARGETING**

1. Identify Market Segments:
	1. Use apprppirate form of segmentation
	2. Create appropriate sub-segments filters
	3. Use appropriate graphics tools to identify final market segments
2. Evaluate the Value of each final segment
	1. Number of Customers
	2. Average $Purchase per customer/year/month/day (as applicable)
	3. Average $Profit per customer/per purchase
	4. Calculate Total Unit Sales (Quantity), consider both:
		1. Primary Unit
		2. Supplemental or Value Added purchases ($ value or % of Primary)
		3. Determine business leverage opportunity based on the above
3. Determine How to Reach the segment
	1. Is it easily identifiable?
	2. How do you reach the audience?
		1. Secondary sources
		2. Primary sources
		3. Lifestyle co-location opportunities?
		E.G.: Common segment characteristics of utilization or visitation, etc
4. Select Target Market – the primary segment to focus on.

Consider synergies, ease of entry, barriers of entry to competitors, leverage of the business model, capacity utilization, strategic positioning of the entire corporate offerings, etc.

1. Assess Cost and Viability of Market Segment
	1. Will I have to add infrastructure? Cost?
	2. Will I have to increase any of my 4Ps to meet the needs?
	3. What synergies can I get from under utilized capacity? Bonus. (I.E.: does this increase the profitability of my other business services enough to offset the cost of the new segment?)
	4. Identify any leverage gained for the business or how the current business model is utilized or enhanced.
2. Set strategy or choose alternate segment if above proves not pragmatic.