

# 5C ANALYSIS TEMPLATE



COMPANY

CUSTOMERS

COMPETITORS

COLLABORATORS

CLIMATE / ENVIRONMENT

INTERNAL FACTORS	
COMPANY	NOTES
STRENGTHS & WEAKNESSES	
GOALS & OBJECTIVES	
CULTURE	
RESOURCES TECHNOLOGY, EXPERIENCE, SKILLS	

EXTERNAL FACTORS			
CUSTOMERS	NOTES	COLLABORATORS	NOTES
MARKET SIZE / SEGMENTS		SUPPLIERS	
PURCHASING HABITS TRENDS & BUYING PROCESS		DISTRIBUTORS	
OVERALL CUSTOMER SATISFACTION		ALLIANCES & PARTNERS	
PERCEIVED VALUE BY CUSTOMERS		CLIMATE / ENVIRONMENT	NOTES
COMPETITORS	NOTES	REGULATIONS & GOVERNMENT OVERSIGHT	
CURRENT & PROSPECTIVE		SOCIAL & CULTURAL	
STRENGTHS & WEAKNESSES		BUSINESS CYCLE INFLATION & OTHER ECONOMIC FACTORS	
OPPORTUNITIES & THREATS		LEGAL	
PRODUCTS & MARKET SHARE		TECHNOLOGY	