

BUSINESS STRATEGY

The Ultimate Cheat Sheet

Key Point: Business strategy is the gameplan for success. Tools similar to shared below can help you figure out your current realities & your future potential. This will guide your decisions, so you have an edge over the competition.

1. Where Are We Now

SWOT ANALYSIS

S Strengths What you're good at.	Internal	W Weaknesses What you're bad at.
O Opportunities What you can capitalize on.	External	T Threats What can harm your business.



2. Where Do We Want to Be



ANSOFF MATRIX

Market Penetration Sell more of the same stuff to the same people.	Product Development Create new products for your existing customers.
Market Development Sell your existing products to new markets or groups.	Diversification Make new products and sell them to new markets.
Existing Products	New Products

3. How Do We Get There

VRIO FRAMEWORK

V	R	I	O	
Valuable	Rare	Imitable	Organized	
NO				Competitive Disadvantage
YES	NO			Competitive Parity
YES	YES	NO		Temporary Competitive Adv.
YES	YES	YES	NO	Unused Competitive Advantage
YES	YES	YES	YES	Sustainable Competitive Adv.

4. What Can Get In Our Way

TOWS ANALYSIS

	Strengths	Weaknesses
Opportunities	SO How can we use our strengths to seize new opportunities?	WO What opportunities can help us overcome our weaknesses?
Threats	ST How can our strengths help us fend off threats?	WT What can we do to minimize our weaknesses and dodge threats?