

# BUSINESS INSIGHTS TEMPLATE

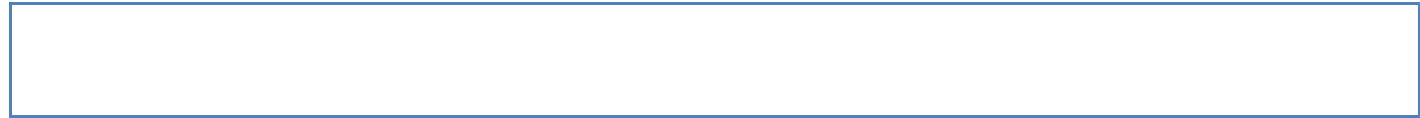
Your business decisions are only as good as the information you have about your business. There is an easy way to look at all the areas of your business which impact your decision-making process and to help you identify the additional knowledge you require to make sound decisions. You need to look closely at the five Cs. **Company, Context, Customers, Competitors and Collaborators**

## 1. THE COMPANY

	What we know	What we don't know	How we can find out?
What is working well and not so well – Strength & Weakness?			
What takes up most of your time, energy, focus?			
What information do we have about our skills / talents / challenges etc			

## 2. CONTEXT / ENVIRONMENT

	What we know	What we don't know	How we can find out?
What Political, Economic, Social, Political, Environmental & Legal (PESTEL) factors have an impact on our customers' needs and our business growth?			
What are the trends emerging in our particular sector?			
How can we take best advantage of these trends?			
How can we mitigate any associated risks?			



### 3. OUR CUSTOMERS

	What we know	What we don't know	How we can find out?
What markets are we working in now? Are these the markets we want to work in?			
What is the current net worth from each market segment?			
How are we meeting our customer needs?			
What related needs do they have, that we do not currently meet?			
How might we innovate to meet those needs?			

What data do we collect about our customers?

#### 4. OUR COMPETITORS

	What we know	What we don't know	How we can find out?
Who are our competitors?			
How are our competitors meeting their customers' needs?			
What is their unique advantage over us?			
How might they be planning to grow?			

How might we innovate to meet those needs?

What can we do to mitigate associated risks?


## 5. POTENTIAL COLLABORATORS

What we know

What we don't know

How we can find out?

Who could we work with to respond to emerging needs of our customers?

What would make them partner with us / how could we be of benefit them?




Is there evidence in our market of  
successful alliances /  
collaborations?

