## WORKSHEET MARKET POSITION

STRATEGY MADE
VISIBLE
TANGIBLE
INDISPENSABLE

A Strategy Storyboard System

Financials	Employees	Financial Ratios	
Sales	Salaried	Quick Ratio	
Net Profit	Hourly	Net Margin	
EBTDA		Operating Margin	
		Sales/Empl	
Competencies	Strengths	Weaknesses	Non-Competencies
1.			1.
2.			2.
3.			3.
4.			4.
5.			5.
What We Are	<b>Opportunities</b>	Threats	What We Are Not
Unique Advantage		Brand Vision	Campaigns
			1.
			2.
			3.
M 1 (B)			4.
Market Drivers		Marketing Plan	5.
1.			6.
2.			
3.			
4.	1	-	
5.			