## Revenues & Profits Last 3 Years

Major Revenue Streams

**Cost Centers** 

## **Customer Segmentations**

Characteristics

**Changing Needs** 

Profitability

## **COMPANY ANALYSIS**

## **Product Mix**

Cost & Margins

**Product Differentiation** 

**Market Share** 

**Positioning & Brand** 

**Distribution Channels** 

Production Capabilities & Capacity

**Executive Team** 

