

A strategic audit

Deciding whether an alliance will satisfy your strategic objectives demands a thorough analysis of your present situation. Here is an analysis of strengths, weaknesses, opportunities, and threats (SWOT) that can help you determine the present position of your firm in each of its business segments.

Market Analysis

1.a. What is your present market position? Consider product life cycle, market share, price of product, quality, marketing strategy, market research skills, patents, licences, and agreements.

b. What are the current industry trends? How does your firm fit in?

2. What are your direct and indirect competitors doing? (price, quality, originality)

3. a. What are your market opportunities?

b. What would you like to do?

4. How effective are your dealer/distribution and service networks and do they need improvement?

5. a. How flexible is your current corporate structure?

b. What changes could be made? (production, personnel, training, equipment)

6. What are your promotional and marketing strategies and how effective have they been?

Innovation

1. What is your assessment of your current R&D situation?

a. Any recent successes?

b. Were these commercial successes?

c. What are your in-house R&D capabilities?

d. What are your competitors doing in product research, process research, and technology imitation?

2. Is your staff creative, qualified, reliable, and productive?

3. What patents do you have and what do they cover?
