

BUSINESS SELF-EVALUATION CHECKLIST FOR STRATEGIC PLAN

Task	Tweak	Develop
Vision		
Purpose		
Mission		
Values		
Core Value		
Consistent Work Product / Service		
Target Market		
Competition		
New Product/Service Development		
Company Strengths		
Company Weaknesses		
Company Opportunities		
Company Threats		
Employee Perceptions (Employee Survey)		
Customer Perceptions (Customer Survey)		
Written Policies		
Written Procedures		
Customer Service Procedures		
Hiring Procedures (Employees)		
Hiring Procedures (Independent and Subcontractors)		
Level of Efficiency		
Level of Productivity		
Marketing Efforts		
Sales Efforts		