

Business Key Success Point Analysis

1

Company Identification

What is the company you want to analyze

Is it Products or Services

2

Problem Identification

What problems that the company trying to solve?

How does their product or services solve the problem

3

Target Market

Who is their customer?

1. Gender:

2. Age Range:

3. Location:

4. Behavior:

4

Competitor Analysis

Who are their strongest competitor

1. _____

2. _____

3. _____

4. _____

How will their product/services stand out from the competition

5

SDG Implementation

How does the company promote responsible production and consumption to their customers?

How does the company engage with communities or support education, health, or poverty reduction

6

Industry Analysis

What industry does your business idea belong to?

7

Unique Selling Point

What benefit / special values does the company offer to customers?

Please describe the company products or services in one sentence that shows what makes it special