

SPOT review

company:

year:

Review your last year's financial trends. What products or services contributed to your profit?

<p>Strengths What's working? What do we excel at?</p>	<p>Opportunities What's some quick wins / What can we improve / what we can stop doing</p>
<p>Problems What's not working? / Our biggest challenges/ what do we go home screaming about</p>	<p>Threats Internal and external risks we need to watch</p>

A SPOT analysis is a snapshot of your business as it is today. The questions help you determine what's happening inside your business and in the landscape of the world outside your business.

Any trend information you can collect gives you insight into how your business is performing and helps you make better strategic decisions.

