

MARKET BASED OPPORTUNITY SCREENING WORKSHEET

What is the Opportunity?

What is the Market Need to be served?

What is (are) the Market(s) to be served?

Is the opportunity compatible with our Strategic Focus? Strategic Competencies? Mission Statement?

How is the Market Need currently being met?

What Product/Package Improvements are needed/desired by the market?

Can we be Cost Competitive?

Have we the necessary Management Capability and Capacity?

Can we handle the Technology?

Can we handle the Operations?

Can we handle the Marketing? Do we have appropriate Distribution Channels?

Can we handle the Financing?

What is the Current Size of the Market? Is it Too Large or Too Small?

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Is there a Competitive Opening? How must we Position our offering to obtain entry?

Is there a reasonable basis for Competitive Advantage for us? What Strategic Competencies are involved?

Is there potential for Specialty Status for us? Which Features or Benefits will command a premium?

Who are the most likely competitors? What will be their likely competitive response?

Can we achieve significant/adequate Market Penetration? Estimate our Market Share for the First and Fifth Years.

What is the expected Growth Rate for the market?

What are the expected Profit Levels for the market?

Are there any Threats to the market?

Is there any potential for Product or Service Displacement?

What is the expected Return on Invested Capital?

What is the Downside Exposure to Financial Loss?

Can we afford the Downside Exposure?