



OUR STRATEGIC ASSESSMENTS  
FOLLOW SOME SIMPLE RULES:

"KEEP IT SIMPLE; FOCUS ON  
THE FUNDAMENTALS."

**VINCE LOMBARDI**  
COACHING LEGEND

"PLANS ARE NOTHING,  
PLANNING IS EVERYTHING."

**DWIGHT D. EISENHOWER**  
US ARMY WWII GENERAL

"I DON'T SKATE WHERE THE  
PUCK IS; I SKATE TO WHERE  
IT'S GOING TO BE."

**WAYNE GRETZSKY**  
HOCKEY LEGEND

## STRATEGIC ASSESSMENTS

Often it can be difficult to see the trees through the forest. A Strategic Assessment by an outside party can often shed light on what may seem to be the obvious.

Each Markets of One Strategic Assessment contains, as a minimum, the following areas of focus:

❖ **Strategic Audit**

A DETAILED REVIEW OF THE FIRMS HISTORY, TRACK RECORD, MISSION, VISION, VALUES & OBJECTIVES, HISTORIC FINANCIAL RESULTS AND A COMPREHENSIVE SWOT (STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS)

❖ **Strategic External Analysis**

A DETAILED REVIEW OF THE INDUSTRY'S ATTRACTIVENESS, MAJOR TRENDS, VALUE DELIVERY SYSTEM, AND A CUSTOMER AND COMPETITOR ANALYSIS.

❖ **Strategic Internal Analysis**

A COMPREHENSIVE REVIEW AND ANALYSIS OF THE FIRM'S STRUCTURE, ORGANIZATION, HUMAN RESOURCE CAPABILITIES, VALUE CHAIN, OPERATIONAL CORE COMPETENCIES, AND BENCHMARKING OF INTERNAL PROCESSES.

❖ **Strategic Assessment**

A MARKETS OF ONE ASSESSMENT OF WHERE THE FIRM FITS IN ITS INDUSTRY, THE INDUSTRY'S CRITICAL SUCCESS FACTORS AND THE FIRM'S ABILITY TO EXECUTE A RANGE OF STRATEGIES.

❖ **Strategic Alternatives**

MARKETS OF ONE'S RECOMMENDATIONS OF POSSIBLE STRATEGIES THE COMPANY MIGHT UNDERTAKE.

❖ **Strategic Actions**

MARKETS OF ONE'S RECOMMENDATION OF A PARTICULAR STRATEGY AND THE ACTION PLAN NEEDED TO ACHIEVE IT.