

Opportunity Checklist

Project Descriptive Name:

Project Leader Name:

Place an “x” before the phrase in either the “Stronger” or “Weaker” opportunities column.

Evaluation Criteria	Stronger Opportunities	Weaker Opportunities
Customer		
Identifiable	Primary Target Audience	Secondary Target Audience
Demographics	Clearly defined and focused	Fuzzy definition and unfocused
Psychographics	Clearly defined and focused	Fuzzy definition and unfocused
Trends		
acro Market	Multiple and converging	Few and disparate
Target Market	Multiple and converging	Few and disparate
Window of Opportunity	Opening	Closing
Market Structures	Emerging / fragmented	Mature / decline
Market Size		
How Many	Primary Target Audience	Secondary Target Audience
Demand	Greater than supply	Less than supply
Market Growth		
Rate	> 20%	< 20%
Price / Frequency / Value		
Price	GM > 40%	GM < 40%
Frequency	Often and repeated	One time
Value	Fully reflected in price	Penetration pricing
Operating Expenses	Large and fixed	Low and variable
NI Margin	> 10%	< 10%
Volume	Moderate	Very high
Distribution		
Value Chain Position	High margin, high power	Low margin, low power
Competition		
Market Structure	Emerging	Mature
Direct Competitors	Few	Many
Indirect Competitors	Few	Many
Substitutes	Unlikely	Likely
Stealth Competitors	Unlikely	Likely
Key Success Factors		
Relative Position	Strong	Weak
Vendors		
Relative Power	Weak	Strong
Their Gross Margins	Low	High
Government		
Regulations	Low	High
Taxes	Low	High
Global Environment		
Customers	Interested and accessible	Not interested or accessible
Competition	Nonexistent or weak	Existing and strong
Vendors	Eager	Unavailable
Summary		
Total Opportunity	Stronger	Weaker