

5C Analysis

Similar to a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, a 5C analysis helps you to identify the internal and external factors that can help or hinder your company.



Company

- ☐ Strengths and Weaknesses
- ☐ Goals and Objectives
- ☐ Culture
- ☐ Resources, including technology, experience and skills

Customers

- ☐ Market size, segments
- ☐ Purchasing habits, trends and buying process
- ☐ Overall customer satisfaction
- ☐ perceived value by customers

Competitors

- ☐ Current and prospective
- ☐ Current and prospective
- ☐ Opportunities and threats

☐ Products and market share

Collaborators

☐ Suppliers

☐ Distributors

☐ Alliances and Partners

Climate (environment)

☐ Regulations and government oversight

☐ Social and cultural

☐ Business cycle, inflation and Other economic factors

☐ Legal

☐ Technology

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