

## **FULL BUSINESS REVIEW: Key Areas**

- 1. Executive Summary**
- 2. Company History and Background**
- 3. Overall Objectives**
- 4. Products & Services**
- 5. Sales, competition & Marketing**
- 6. Summary Financial Performance**
- 7. Innovation & Technology**
- 8. Management structure and style**
- 9. People and training.**
- 10. Operations, processes and suppliers.**
- 11. Property and assets**
- 12. Aspiration for capacity and growth**
- 13. SWOT Analysis**
- 14. Recommendations and Conclusions**
- 15. Action Plan**

