

Business Intelligence Checklist

Fundamental Question is: WHAT DO WE NEED TO KNOW?

Please check if you have indepth usable information about the following:

	Tick
1. <u>Intelligent Profile</u>	
1. Competitors	_____
2. Customers	_____
3. Suppliers	_____
4. Markets	_____
2. <u>Competitors</u>	
• Strategy	_____
• Financial Health	_____
• Pricing	_____
• Line Extensions	_____
• New Lines	_____
• Distribution	_____
• Advertising	_____
• Public Relations	_____
• Teaming up (Joint Ventures; Strategic Alliances)	_____
• Key Executives	_____
• Perceptions	_____
3. <u>Major Customers</u>	
• Strategy	_____
• Financial Health	_____
• Pricing	_____
• Line Extensions	_____
• New Lines	_____
• Distribution	_____
• Advertising	_____
• Public Relations	_____
• Teaming up (Joint Ventures; Strategic Alliances)	_____
• Key Executives	_____
• Perceptions	_____

4. Suppliers

- Strategy _____
- Financial Health _____
- Pricing _____
- Line Extensions _____
- New Lines _____
- Distribution _____
- Advertising _____
- Public Relations _____
- Teaming up (Joint Ventures; Strategic Alliances) _____
- Key Executives _____
- Perceptions _____

5. Markets

- North America _____
- Europe _____
- Russia _____
- Pacific Rim _____
- Latin America _____
- Middle East _____
- Africa _____

6. Trends

- Science/Technology _____
- Politics _____
- Economy _____

7. Sources of Information

- Internal _____
- External _____

Action plan
