

# Sample 3Cs & Business Situation Framework

## Company

- What defines the company?
- What are the company's core competencies?
- How long has the company been around?
- What do the company's financial performance look like over the past few years?
- What is the company's management team like?
- How strong is our company's brand?
- What are our client's competitive advantages? What are our client's weaknesses?

## Customer

- Who is the customer?
- What are the customer demographics?
- How are customers segmented? What kind of growth have each of these segments seen over the past few years? How are they projected to grow?
- How sensitive are customers to prices?
- What are the distribution channels through which the client reaches its customers?

## Competition

- Who are the competitors in the market and what is their market share?
- How quickly is each competitor growing?
- Do our competitors offer products or services that our client does not?
- How is the competition marketing their products?
- How is the competition pricing their products?

## Product

- What is product and how is it different from what is in market?
- How innovative is this product compared to others?
- Is the product patented or have similar rights?
- Are there similar products in market that can act as substitutes?
- Can the product be bundled with existing products?
- Could product cannibalize any of our current products?
- What were R&D costs?
- How big is market for product?

