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**Small Business Cheat Sheet**

- What makes us stand out from local competitors?

- How does our customer service entice repeat customers?

- How is our product unique?

- Is there a breakdown in our workflow chain?

- Do we have a process in place for logging critiques to improve our product?

- Is our marketing everything it can be?

- Is a local competitor more successful than us?

- Is there legislation that might affect our business?

- Are there potential threats on the horizon for our supply chain?

- Are there untapped local markets we could target?

- Can we partner with another company or influencer to increase brand awareness?

- Can we make our chain of command clearer?

- How well does our company know its customers’ needs?

**Opportunities**

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**Strengths**

**Threats**

**Weaknesses**

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