

Easy Reading Business Development Tool for Women

Additional tools for business research

Caution: Before start filling into this section, make sure that you have already gone through the main sections of EASY READING BUSINESS DEVELOPMENT TOOL FOR WOMEN. By reading the tool, you will have clearer understanding on sections to be filled in the forms below

SWOT Analysis Sheet


With the help of this form, I can check the strengths, weaknesses, opportunities, and threats for my business. This analysis will help me to plan for my business needs. I will fill into the boxes for each of my business strengths, weaknesses, opportunity, and threat.

- Strengths and weaknesses are within my control. I can take advantage of my strengths and can work to overcome my weaknesses
- Opportunities and threats are in my external environment. I can build on the opportunities and pre-plan for the threats

Strengths are the strong points of the business. It separates your business from the competition. Some examples are; <ul style="list-style-type: none"> • Having the money for investment • Strong customer base • Unique product • Unique technology 	<u>Strengths</u>	<u>Weaknesses</u>	Weaknesses are the factors that hinder businesses to perform well. Some examples are; <ul style="list-style-type: none"> • High cost of production • High debt • Poor working conditions
They are favorable factors for the business in an external environment. Some examples are; <ul style="list-style-type: none"> • Increasing demand • Reduced prices of raw material • Reduced competition in the area 	<u>Opportunity</u>	<u>Threats</u>	This is potential harm to the business. Some of the threat examples are; <ul style="list-style-type: none"> • Change in technology • Change in customer needs • Increase in price of the raw material • Change in government policies related to business

Business Canvas

This form will help me to understand my business in more clear and easy way. To get the clear business ideas fill all the sections of the grid below

 List of my business Products and Services
 How much money is needed to start the business
 Sources of money to start the Business
 Raw Materials of my Business
 Sources of Raw materials
 Transportation need for business
 Running cost of the business
 My Business Activities
 My customers