

CUSTOMER ANALYSIS

Internal:

Vision, Mission, structure, company phase (start-up, scale-up, mature, declining), employer status.

Personal:

History, goals (remuneration, what are they being measured on (can be found in annual review)), SoMe activities, network

External:

Competitors, regulations, markets, customers, suppliers.



Current state:

Events (legal, geopolitical, environmental), Tapahtumat (lainsäädäntö, geopoliittinen, ympäristöllinen), why is customer looking for a solution, urgency
