

**BUSINESS SELF-EVALUATION CHECKLIST FOR STRATEGIC PLAN**

<b>Task</b>	<b>Tweak</b>	<b>Develop</b>
<b>Vision</b>		
<b>Purpose</b>		
<b>Mission</b>		
<b>Values</b>		
<b>Core Value</b>		
<b>Consistent Work Product / Service</b>		
<b>Target Market</b>		
<b>Competition</b>		
<b>New Product/Service Development</b>		
<b>Company Strengths</b>		
<b>Company Weaknesses</b>		
<b>Company Opportunities</b>		
<b>Company Threats</b>		
<b>Employee Perceptions (Employee Survey)</b>		
<b>Customer Perceptions (Customer Survey)</b>		
<b>Written Policies</b>		
<b>Written Procedures</b>		
<b>Customer Service Procedures</b>		
<b>Hiring Procedures (Employees)</b>		
<b>Hiring Procedures (Independent and Subcontractors)</b>		
<b>Level of Efficiency</b>		
<b>Level of Productivity</b>		
<b>Marketing Efforts</b>		
<b>Sales Efforts</b>		