

# Business Growth Strategy Evaluation

## Company Information

Business Name: [Insert Business Name]  
Industry: [Insert Industry]  
Date: [Insert Date]  
Evaluator: [Insert Name]

## 1. Executive Summary

[Briefly summarize the purpose of the evaluation and expected outcomes.]

## 2. Current Situation Analysis

### Strengths

- [List key business strengths]

### Weaknesses

- [List key business weaknesses]

### Opportunities

- [List opportunities in the market]

### Threats

- [List potential threats]

## 3. Growth Strategies Reviewed

| Strategy     | Description                 | Feasibility           |
|--------------|-----------------------------|-----------------------|
| [Strategy 1] | [Description of strategy 1] | [High / Medium / Low] |
| [Strategy 2] | [Description of strategy 2] | [High / Medium / Low] |
| [Strategy 3] | [Description of strategy 3] | [High / Medium / Low] |

## 4. Key Performance Indicators (KPIs)

- Revenue Growth
- Market Share
- Customer Acquisition
- Profit Margin
- [Other KPIs as relevant]

## 5. Risk Assessment

- [Identify potential risks for each strategy]
- [Evaluate impact and likelihood]

## **6. Recommendations**

[Summarize findings and propose recommended growth strategy/strategies.]

## **7. Next Steps**

1. [Action Step 1]
2. [Action Step 2]
3. [Action Step 3]

## **Appendix**

[Add additional data, research sources, notes, etc.]