SME SOUTH AFRICA

SUPPLY DEMAND ANALYSIS TOOL

Measure supply and demand easily.

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PESTEL analysis

PESTEL analysis is a tool used to analyse and monitor macro-environmental factors that impact an organisation.

Use this tool to write down the most important information that could impact your business, whether it's a threat or an opportunity for the business. Fill in the relevant sections with complete factual information.

Factors	
Political	
Economic	
Social	
Technological	
Environmental	
Legal	

Market changes

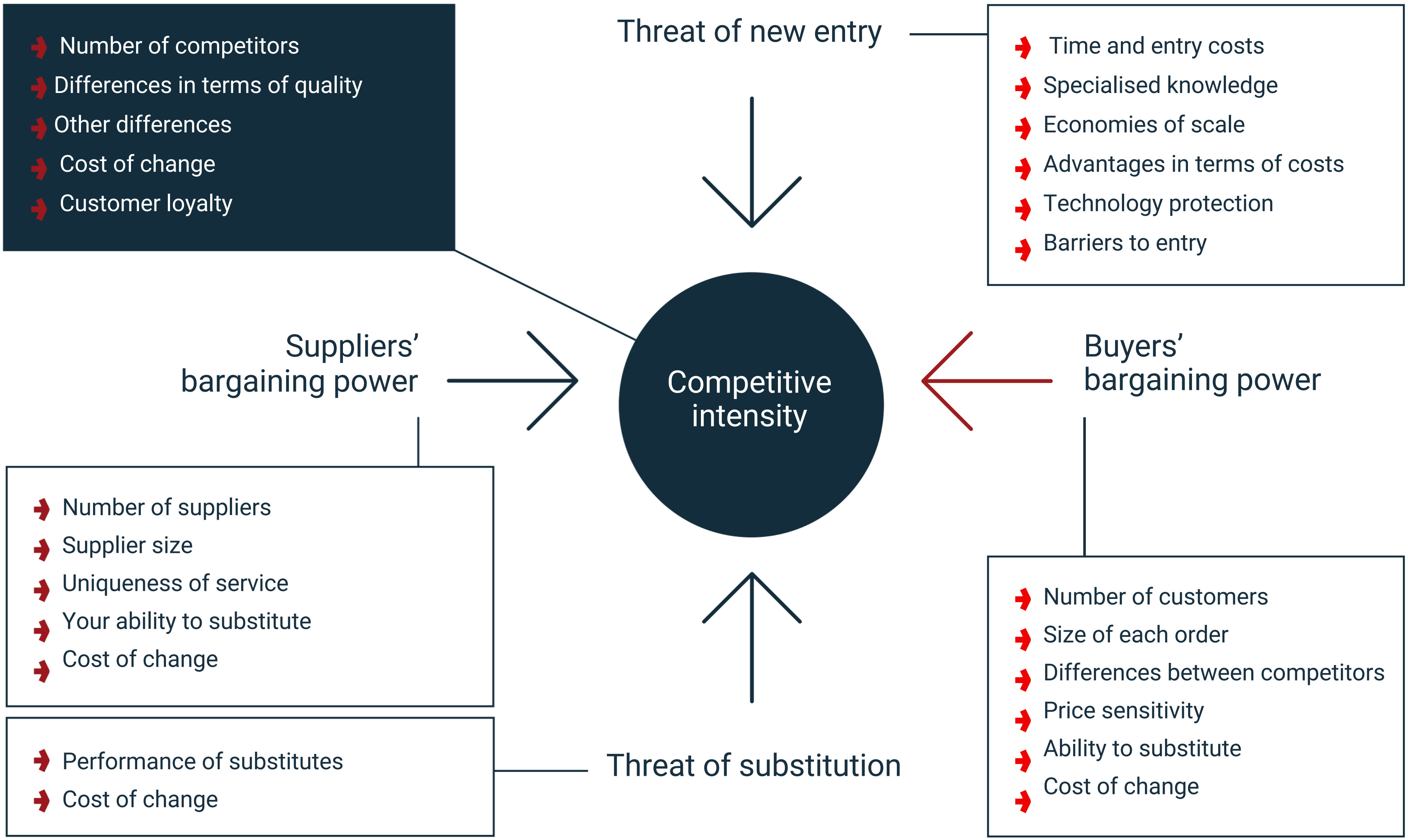
External opportunities and threats

With markets evolving rapidly and consumer habits changing in surprising ways, we need to stay on top of developments and make sure we're meeting consumer needs. The table below lists the key elements of trends that could affect your business, classifying them as growth opportunities or threats.

Sector trends	Analysis summary Statistical data, observations, interviews	Opportunities	Threats
Is the market growing or shrinking?			
What is changing in the market? What are the major trends?			
What is changing in the behaviour of my customers? Are they buying in the same way?			
Are they looking for the same products?			
What are the success factors?			

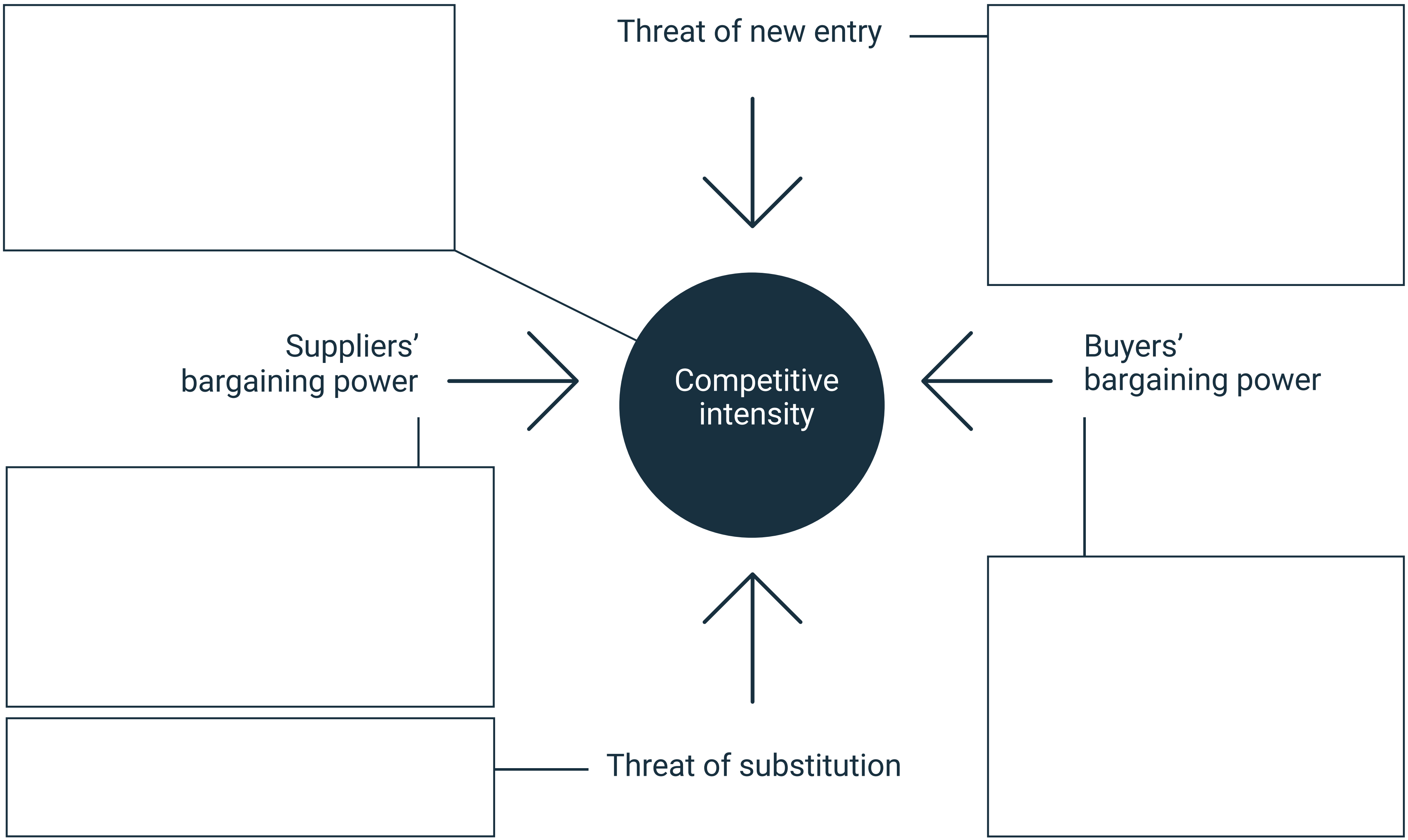
Porter’s Five Forces

Here is a list of important points that characterise your environment. You can use it to brainstorm and, ideally, to understand the forces in play and plan your strategies accordingly.



Porter’s Five Forces

By referring to the previous page, you can complete the key points according to your situation and your industry.



Competition benchmark

Here's a comparative chart to see where you stand relative to your competitors and where you really differentiate yourself. You can find this information by speaking with your teams and doing a bit of research on the Internet.

Organisation/ Company	Services provided	Clients	Markets	Strengths	Weaknesses	Reputation/ awareness	Financial capacity
Your company							

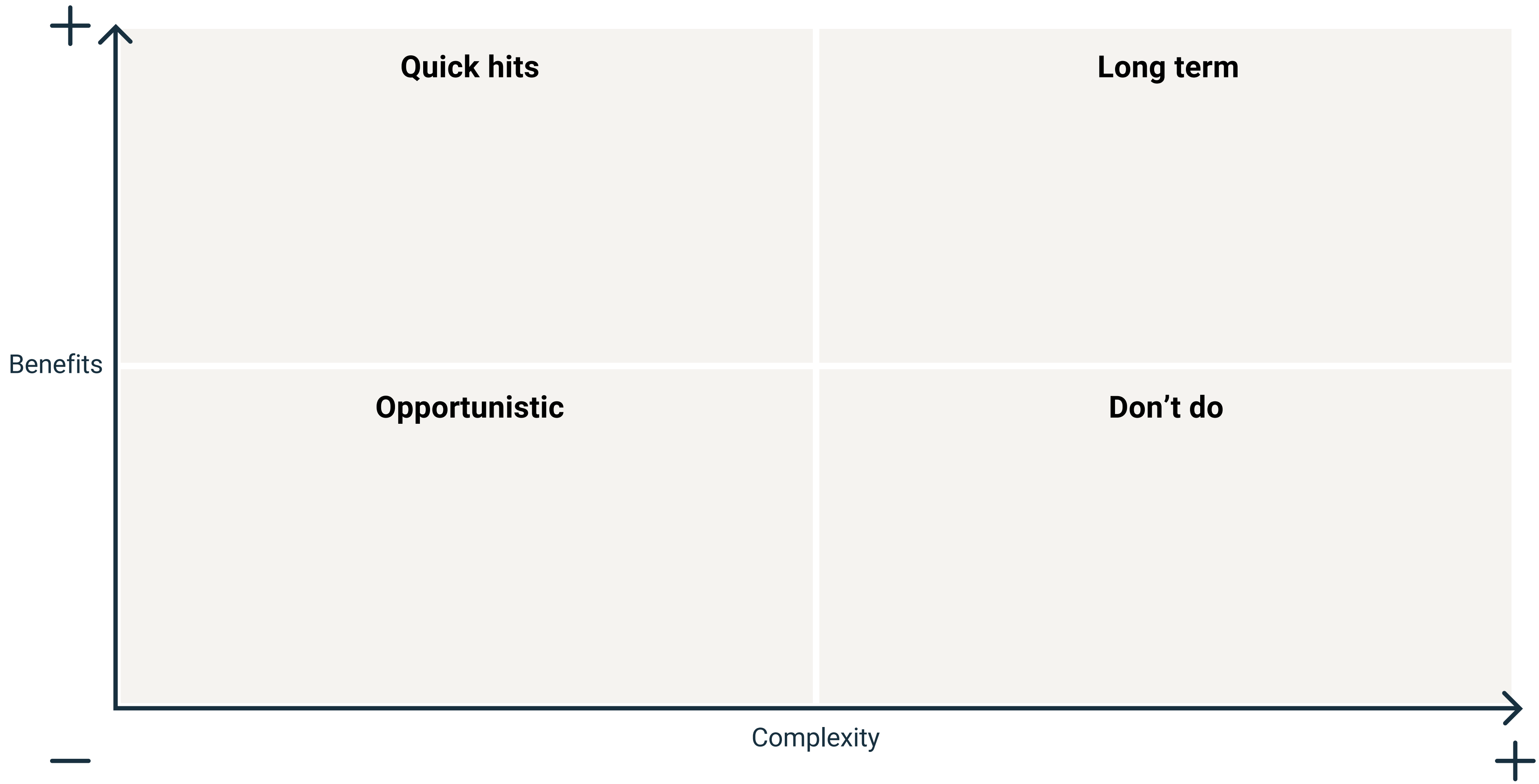
Product or service sales performance

By completing this table, or by producing a graph to track the evolution over time, you will be able to make decisions about your offer, your prices, your supply chain and your margins. It will be easier to decide where to focus to achieve your goals

Family of products or services	This year			Last year			Comments
	Volume	Gross margin	Level of profit	Volume	Gross margin	Level of profit	
1.							
2.							
3.							
4.							
5.							

Product or service sales performance

If your goal is to undertake a major transformation, you have likely determined initiatives that must be implemented. Determine their priority based on their level of complexity and their advantages, and make sure to focus on the right ones.



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