



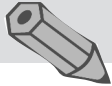
Excerpted from
FastTrac® GrowthVenture™



TAKE CHARGE OF YOUR BUSINESS®

A program of the Kauffman Foundation of Kansas City

Competitive Advantage Worksheet



What are my core competencies? What do I do better than any of my competitors?

Are my products or services the best in the industry or market? If so, why? If not, why not?

What specific target, or niche, market(s) could I serve better than anyone else?

How effective is my distribution channel or delivery method?

How can I improve my organizational efficiency?

What unique technology and innovative products can I develop?