



I. Introduction.....

- History
- Mission.....
- Goals/ Vision.....
- Values/Principles.....
 - Environmental
 - Customers
- Products/Services.....
 - Revenue Streams

II. Business Model Canvas

- Strengths
- Key Partners
- Key Activities
- Key Resources
- Business Segments
- Weaknesses
- Opportunities
- Customer Relationships
 - Self-service; Automated
- Channels----
- Customer Segments
- Threats
- External
 - Competition: HP, Lenovo, IBM
- Trends
 - Demand
- Internal Environment
-
- Value Proposition: low cost, customized technology with JIT inventory

III. Finances

- Cost Structure
- Expenses

IV. Current Strategies

- . Financial
- . Marketing
- . Management

V. Recommendations/ Suggested Strategies

- . Financial Objectives
- . Marketing Objectives
- . Management Objectives