





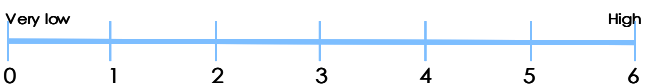
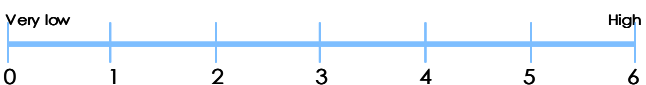

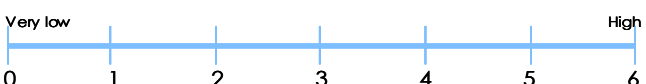


CUSTOMER NEEDS ASSESSMENT

List any assumptions you have about your customers/clients and your degree of confidence about that assumption (e.g. price is very important).

Assumptions

Degree of confidence

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Confirm your Assumptions by:

1. Talking to your customers (face-to-face or by telephone)
2. Using a survey
3. Reviewing the nature and number of customer complaints
4. Analysing why customers buy from you.

Buy the Strategic Fit Customer Module for more information