

CUSTOMER

WHAT ARE CUSTOMERS' OPINIONS ABOUT YOUR BRAND, WHAT YOU OFFER AND HOW YOU SERVE THEM VS. YOUR COMPETITORS?

WEEK THREE

CONTEXT

HOW ARE KEY TRENDS IN YOUR CATEGORY, SUCH AS TECHNOLOGY DEVELOPMENTS AND MACRO FACTORS SUCH AS THE ECONOMY, IMPACTING YOUR BRAND PERFORMANCE?

COMPANY

**HOW WELL ARE YOU LEVERAGING YOUR CAPABILITIES, ASSETS AND
RESOURCES TO DIFFERENTIATE AND PROMOTE YOUR BRAND?**