

# Doug Ringer

[www.dougringer.com](http://www.dougringer.com)

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## **Analysis of Current Customers**

- ✓ What is their 3 to 5 year history with you?
  - Revenue
  - Profit
- ✓ What is their 3 to 5 year history as a whole?
- ✓ What is their size and scope?
- ✓ Is their market growing?
  - By how much?
- ✓ What is your relationship with their key personnel
- ✓ How do they see our value and competitive advantage
- ✓ How are their relationship with other suppliers (who are our competitors)
- ✓ Perform a SWOT analysis from their perspective