Strengths Delete this text and write down your findings, NOT the eading	PROSPECTS KA	ка а	KA B	Weakness Delete this text and write down your findings, NOT the heading
	> € 20k			
	High	EU A	EU B	
	> € 2k			
	Low	EU D	EU C	
Opportunities Delete this text and write down your findings, NOT the heading	FIT POTENTIAL			Threats Delete this text and write down your findings, NOT the heading
	< € 2k SHARE OF WALLET	LOW <75%	> 75% HIGH	
		Action points - Short Delete this text and write down your fi heading		
Customer base analysis				Date & Name
Long term potential Delete this text and write down your findings, NOT the eading		Action points - Long Delete this text and write down your fi heading	term ndings, NOT the	Short term potential Delete this text and write down your findings, NOT the heading
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