



JULIAN GARCIA LAW
Modern Business Counsel

[REDACTED] – BUSINESS DIAGNOSTIC REPORT

[REDACTED]

Executive Introduction

[REDACTED]

[REDACTED]

[REDACTED]

Porter's Five Forces Strategic Analysis:

1. Industry Rivalry (Horizontal Competition)

- Industry Growth Rate:

-

- Degree of Differentiation:

-

- Market Concentration vs. Fragmentation:

-

- Number of Competitors:

-

- Barriers to Exit:

-

Summary:

2. Supplier Power (Upstream)

- Supplier Concentration vs. Fragmentation:

-

- Switching Costs:

-

- Importance to Suppliers:

Customer Segmentation Analysis: [REDACTED]

Segment 1: [REDACTED]

- Demographic Profile:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Example(s):
 - [REDACTED]
 - [REDACTED]
- Relevant Pain Points / Strategic Issues:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Client's Relevant Solutions & Framing:
 - [REDACTED]
 - [REDACTED]
- [REDACTED]
 - [REDACTED]
- [REDACTED]
 - [REDACTED]

Segment 2: [REDACTED]

- Demographic Profile:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

Best Buyer Customer Journey Map: [REDACTED]

Segment Chosen: [REDACTED]

[REDACTED] most strategically valuable buyer segment due to:

- [REDACTED]
 - [REDACTED]
- [REDACTED]
 - [REDACTED]
- [REDACTED]
 - [REDACTED]
- [REDACTED]
 - [REDACTED]
- [REDACTED]
 - [REDACTED]
- [REDACTED]
 - [REDACTED]

STAGE 1: PROBLEM AWARENESS

- Trigger:
 - [REDACTED]
- Pain Point:
 - [REDACTED]
- Thoughts/Emotions:
 - [REDACTED]
 - [REDACTED]
- Search Behavior:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Information Channels:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Client Opportunity:
 - [REDACTED]