

Company Quad Chart Example

<p>Product/technology images can be inserted here in this quadrant</p> <ul style="list-style-type: none">• Use short bullet points• Total entry should not be more than a single A4 sheet.• Do not use text smaller than 11 point	<p>Who are your current key customers?</p> <ul style="list-style-type: none">• Names of discerning customers will demonstrate your track record• It can be more informative/persuasive if you can briefly mention what they have sourced from you• Identify Customers by name/program, project or capability<ul style="list-style-type: none">- Do not simply state a company—note a program/platform- Do not simply state Department of Defence or RAAF—note the project/platform <p>Who are your current key partners?</p> <ul style="list-style-type: none">• Partners• Suppliers• Parent company
<p>Describe your company's core capabilities</p> <ul style="list-style-type: none">• Describe capabilities.• Don't be vague, provide quantitative measures of your capabilities if possible (how many, how big, etc) <p>Describe your company's key discriminators</p> <ul style="list-style-type: none">• What is it that sets your capabilities apart from other providers?• How do your capabilities provide value to customers?• What are the innovative features?• What benefits would it provide?• Competitiveness/Value for Money/Delivered Advantage• Supportability/Sustainability (Through Life Costs)	<p>What are you current quality standards and other accreditations?</p> <ul style="list-style-type: none">• List internationally recognised standards/certifications first• List certificates and awards that are relevant to the capability (eg. AS9100 or 'ISO9000:2000 Certified by XYZ') <p>Contact and address details</p> <ul style="list-style-type: none">• Contact address: include name, postal and/or street address• Phone, fax, email and website• Attach Business card if it is a handout.

Note: While generic quad charts are suitable for an un-researched audience, it is advisable to develop specific quad charts for each customer, focussing on their possible requirements.

Please fill in the **Company Quad Chart form** on the following page and submit upon completion.

COMMERCIAL-IN-CONFIDENCE

(After first entry)

Company Quad Chart

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(After first entry)