

Opportunity Assessment Template

PROJECT:	Weight	Your Rating
Opportunity For each Business Goal score 1-5: 5 - Directly aligned with strategic priority 1 - Indirectly contributes to strategic priority 0 - Not aligned with strategic priority		Fill in shaded boxes
Business Goals	25%	
• Build brand awareness and credibility	5%	
• Cross-sell across PL divisions	5%	
• Increase revenues	5%	
* Decrease investment	5%	
• Lower operating expenses	5%	
Impact	50%	
Customer Impact	25%	
5 - Resolves significant problems and issues affecting many customers 4 - Fulfills commitment/promises made to many important clients 3 - Improves customer service quality perceptions 2 - Resolves significant problems and issues affecting a few customers 1 - Fulfills commitments/promises made to a few clients 0 - No or negative customer impact		
Strategic Potential	25%	
5 - Clear opportunity to lead the industry with significant payback through business growth 4 - Potential to grow market share and improve competitive posture 3 - Could turn into a significant opportunity in the future 2 - Consistent with development trends of the industry 1 - Something interesting to have 0 - Unlikely to provide strategic advantage		
Competitive Urgency	25%	
Advantage PL can Realize by Acting Quickly	20%	
5 - PL can be a first-entry market leader by acting now 3 - PL can use project to leapfrog the competition 1 - PL will attain par with competition		
Window of Opportunity	5%	
5 - The window of opportunity aligns exactly with the project schedule 3 - The opportunity will remain valid six months from now 1 - The opportunity will remain valid one year from now 0 - The opportunity will always remain valid		
Total Opportunity	100%	