

# SEC- Business Scorecard

Student  Co Ticker  Score

**Clicking on a value box next to an answer will award those points for the respective selection**  
**A total score for the form will not show until all questions have been answered.**  
**The maximum score achievable is 32.**

1.  How many years has the company been in business?
  - Less than 10 years
  - 10 to 30 years
  - 30 to 70 years
  - 70 or more years
  - It can't be determined
  
2.  The company is active in which geographic market?
  - Metro
  - State
  - Region
  - Nation
  - Continent
  - Hemisphere
  - World
  - It can't be determined
  
3.  Typical customers are categorized as
  - Exclusive & Specialty
  - Targeted & Lifestyle
  - Price & Value
  - It can't be determined
  
4.  Based on McKinsey's the company's most important growth strategy is
  - New:
    - market arenas
    - industry structure
    - geographies
    - delivery approaches
    - products
  - Existing:
    - products to new customers
    - products to existing customers
    - It can't be determined
  
5.  Based on McKinsey's the company's proposed method for achieving strategic growth is
  - Acquisitions
  - Joint Ventures
  - Minority Stakes
  - Strategic Alliances
  - Marketing Partnerships
  - Organic Investment
  - It can't be determined
  
6.  The company's competitive advantage is strength relative to?
  - New competition
  - Substitutions
  - Customers
  - Suppliers
  - Existing competition
  - It can't be determined
  
7.  Based on Peter Lynch's categories the company falls into which group?
  - Slow Grower
  - Stalwart (medium growth)
  - Fast Grower
  - Cyclical (regular ups and downs)
  - Turnaround
  - Asset-play (hidden)
  - It can't be determined

8.  The company's strength is its
- Marketing
  - Leadership
  - Systems
  - Products
  - Loyalty
  - It can't be determined

Articles:

[McKinsey](#)

[Porter](#)

[Lynch](#)

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