



# MOPS

*20 mark questions*

<p><b>M</b> market</p>		<p>Market share mass / niche established / new Saturated Emerging Domestic International Competitors</p>
<p><b>O</b> objective</p>		<p>Social objectives Survival for start-ups Profit max Reputation ethics Growth strategy Problems to prevent objectives being met</p>
<p><b>P</b> product</p>		<p>Design mix Innovation Quality New / existing Resources needed Portfolio Lifecycle</p>
<p><b>S</b> situation</p>		<p>Business plan Strategies Current problems Possible solutions SWOT</p>