

YOUR TURN

**PUBLIC HEALTH
BUSINESS PLANNING**

A practical guide

Chapter Seven: Competitors and Partners

To start thinking about potential sources of funding and strategic partnering possibilities, answer the following questions:

What do you have?

- Experience and skills in...
- Market dominance in what areas?

What do you need?

- To get the job done...
- Other skills
- Other markets

Who (besides your customers) needs what you have?

Who has what you need?