



Resource 4 5C Analysis

Use a 5C Analysis to examine how the internal capacities of your organisation and the external factors of your environment could affect your project.

Company (NGO) | Customers (Beneficiaries) | Competitors | Collaborators | Climate

The 5C's	Your response:
<p><u>C</u>ompany (NGO):</p> <p>Your organisation's vision, strategies, objectives, capabilities, technology, and culture</p>	
<p><u>C</u>ustomers (Beneficiaries):</p> <p>Your target audience: their behaviour, their number/size, what support they need, how they consume support, their preferred methods of accepting support</p>	
<p><u>C</u>ompetitors:</p> <p>The environment in which the organisation operates; your positioning, market share; upcoming initiatives of other NGO, government programs related to your cause</p>	
<p><u>C</u>ollaborators:</p> <p>Agencies, suppliers, governments, and business partners of your NGO; their capabilities, performances, problems</p>	
<p><u>C</u>limate:</p> <p>The macro-environmental factors affecting your organisation. (Use a PESTLE Analysis that can be found in Resource 9 to assist your analysis of this factor)</p>	

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