

Question Number and Title

ITT Question and Instructions – Copy and paste the question and all instructions here

Why Choose Us? – What is great about the way WE do this?

SWOT Keynotes – Make sure you weave these points into the relevant places in your answer

Our Strengths – Highlight

Our Weaknesses – Compensate

Competitors' Threats – Counterbalance

Competitors' Weaknesses – Exploit

Graphics – In your answer outline below, in the places where you will be providing them, list the Graphics and Tables, and EVIDENCE. Provide title, brief description, and reason for using it.

Copy and paste the relevant set titles from below. Indicate if new, or amended graphics, are required

Graphic Title:

Description:

Reason for using:

Table Title:

Description:

Reason for using:

Evidence Title:

Description:

Reason for using:

Information & Graphics Still Needed to Answer the Question – [List here](#)

1 Answer Heading

[Your Intro – Summary]

[This is the place to put your crafted reasons for “why choose us” for this question]

- Key point 1
- Key point 2
- Key point 3

1.1 Key Point 1

[Summary of key point 1]

- Bullet 1
- Bullet 2
- Bullet 3

1.1.1 Bullet 1

1.1.2 Bullet 2

1.1.3 Bullet 3