

Qualitative Research Graphic Organizer

Business Summary	Questions, follow-up, inconsistencies
<p data-bbox="203 548 560 604">Company name:</p>	

Economic Trends	Questions, follow-up, inconsistencies
Unemployment Data	
Consumer Confidence	
Housing	
Manufacturing	
Inflation	

Management Execution	Questions, follow-up, inconsistencies
Valuation	Questions, follow-up, inconsistencies