



Capacity Building
Solutions

BUSINESS PARTNERSHIP- SCREENING-CRITERIA



BUSINESS PARTNERSHIP SCREENING CRITERIA

INTRODUCTION

Choosing the right business partner can make all the difference between long-term success and costly setbacks. A partnership should not only fill gaps in knowledge, capacity, or market access—it should also align with our values, mission, and vision for growth. Too often, businesses rush into relationships without a clear framework for evaluation, only to discover misalignment later on.

This screening tool is designed to slow that process down and provide a thoughtful, structured approach to assessing potential partners. It asks the critical questions: Does this partner strengthen our weaknesses? Do they open new doors to clients or markets we can't currently reach? Will they bring financial strength, brand credibility, or added value to our offerings? Just as importantly, do they share our commitment to quality, customer needs, and long-term sustainability?

By working through these criteria, we ensure that partnerships are not based on convenience or pressure but on strategy, alignment, and mutual benefit. The goal isn't just to add another partner—it's to create relationships that expand our impact, protect our interests, and deliver meaningful results for both sides.



PARTNERSHIP SCREENING CRITERIA:

(1-7)

Assessment Question	Yes	No	Maybe	Rating	Comments
Does the partner fill knowledge/competency gaps?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the partner fill capacity gaps?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the partner have access to markets/relationships we would like to penetrate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Would the partner add value to our existing product line?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the partner have an established brand that can be leveraged?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the partner have cash that can be strategically invested in a joint venture?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the partner have similar mission commitment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the partnership have similar attitude towards quality management?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the partner understand the needs of our customers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Is the partner a serious competitive threat if we don't establish a formal relationship?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the partner offer access to clients that we can't approach?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the partner offer access to clients outside our market area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the partnership have the potential for a significant positive impact on my bottom line?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Does the risk-reward tradeoff with this partner make sense?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Is this our best partnership option in the marketplace?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
					% OF MAXIMUM SCORE