



## **Summary of Questions and Marketing Plan Outline**

### **MARKETING OVERVIEW**

1. What business are you in?
2. What do you sell?
3. What are your target markets?
4. What are your marketing goals for next year? Your sales and profit goals?
5. What might keep you from achieving these goals?
6. What is your marketing budget?

### **PRODUCTS AND SERVICES**

1. What are the benefits of your products / services?
2. What is special about your products / services?
3. What product / service is the best contributor to your overhead and profit? What product / service is the biggest drain on your overhead and profits?

### **CUSTOMERS AND PROSPECTS**

1. Who are your current customers?
2. What are their buying habits?
3. Why do customers buy your goods / services?
4. Who are your best customers and prospects?
5. What is your market share?
6. Is your market share growing, shrinking or stable?
7. Is the market growing, shrinking or stable? Is it changing in other ways?

### **COMPETITIVE ANALYSIS**

1. Who are your competitors?
2. What do your competitors do better than you?
3. What do you do better than your competitors?
4. What is your competitive position?

### **PRICE, LOCATION AND SALES PRACTICES**

1. How do you establish prices?
2. How does your location affect you?
3. What are your sales practices?

### **MARKETING**

1. How do you plan to solve these problems?
2. Are the goals stated earlier still valid? If not, what are your new goals?
3. How do you plan to achieve these goals?

