



james hartnett
associates

Marketing Overview

- Question 1: What business are you in?
- 2: What do you sell?
- 3: What are your domestic and international target markets?
- 4: What are your marketing, sales and profit goals for the next year?
- 5: What might keep you from achieving these goals?
- 6: What is your marketing budget?

Products and Services

- Question 7: What are the features, advantages and benefits of your products and/or services?
- 8: What is special about your products/services?
- 9: How do you package your products/services
- 10: What product/service is the best contributor to your overhead and profits? What product/service is the biggest drain on your overhead and profits?

Customers, Prospects and Position

- Question 11: How do you position your product/service?
- 12: Who are your current customers?
- 13: What are their buying habits?
- 14: Why do your customers buy your products or services?
- 15: Who are your best customers and prospects?
- 16: What is your market share?
- 17 A: Is your share growing, shrinking or stable?
- 17B: Is the total market growing, shrinking, stable?



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Competitive Analysis

- Question 18: Who are your competitors?
19: What do your competitors do better than you?
20: What do you do better than your competitors?
21: What is your competitive position?

Price, Location and Sales Practices

- Question 22: How do you establish prices?
23: How does your location affect you?
24: What are your distribution and sales practices?

Strengths and Weaknesses

- Question 25: What is your business strong at?
26: What is your business weak at?

Advertising and Promotion

- Question 27: What is your advertising and promotion budget?
28: What are your advertising and promotion objectives?
29: How do you promote your business and your brands?
30: How are you using the Internet?

Strategic Marketing

- Question 31: What marketing problems have you discovered so far and how do you plan to solve these problems?
32: Are your goals still valid? If not, what are your new goals?
33: How do you plan to achieve these goals?