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| --- |
| **Marketing\*** |
| Do you have a marketing budget?  | [ ]  | Yes  | [ ]  | No  |
| Is the marketing budge fully utilized every month?  | [ ]  | Yes  | [ ]  | No  |
| Do you have a marketing plan?  | [ ]  | Yes  | [ ]  | No  |
| Do you know who your competitors are?  | [ ]  | Yes  | [ ]  | No  |
| If yes, what attributes or benefits do they offer?  | **COMPETITOR** | **BENEFITS** |
|  |  |
|  |  |
|  |  |
| What unique benefits do you offer? Kindly check all that apply.  | [ ]  | Convenience  | [ ]  | Quality  |
| [ ]  | Service  | [ ]  | Warranty  |
| [ ]  | Safety  | [ ]  | Competitive Price  |
| [ ]  | Other (please describe)  |  |
| What is your pricing policy?  | [ ]  | Cost plus (production cost + a determined profit margin)  | [ ]  | Target return (priced to achieve your desired return on investment (ROI)) |
| [ ]  | Value based (based on the value created for the customer)  | [ ]  | Market based (based on competitor’s pricing – ‘fair’ price) |
| [ ]  | Other  |  |
| Who are your targeted customers?  | Age  |  | Ethnicity  |  |
| Religion  |  | Education  |  |
| Gender  |  | Income Level  |  |
| Other  |  |
| What are your customers’ needs and/or desires (expectations)?– 150 words  |  |
| What image do you aim to portray?  |  |
| What is your advertising message?  |  |
| Does the message focus on the customer’s expectations?  | [ ]  | Yes  | [ ]  | No  |
| Does the message reflects your image?  | [ ]  | Yes  | [ ]  | No  |
| Do you have a website for your company?  | [ ]  | Yes  | [ ]  | No  |
| If yes, please provide a link to your website.  |  |
| What advertising media do you use? (Please check all that apply).  | [ ]  | Digital Marketing  | [ ]  | Television  |
| [ ]  | Radio  | [ ]  | Bill Boards  |
| [ ]  | Print (flyers) | [ ]  | Email  |
| [ ]  | Other  |  |
| For digital marketing, please check all that apply.  | [ ]  | Company Website  | [ ]  | Facebook  |
| [ ]  | LinkedIn  | [ ]  | Instagram |
| [ ]  | Google MyBusiness | [ ]  | WhatsApp  |
| [ ]  | Other  |  |
| What evidence is offered to the customer to support your message claims?  | [ ]  | Testimonials  | [ ]  | Product Demonstration  |
| [ ]  | Other  |  |
| Do you have an online marketing strategy?  | [ ]  | Yes  | [ ]  | No  |
| If yes, what element does it include?  | [ ]  | Social Media Page(s) | [ ]  | Blogs / Youtube / Podcasts  |
| [ ]  | Newsletters  | [ ]  | Search Engine Optimization |
| Do you have a public relations strategy?  | [ ]  | Yes  | [ ]  | No  |
| Do you have a research and development program?  | [ ]  | Yes  | [ ]  | No  |
| If yes, please describe (150 words)  |  |
| Are your promotional efforts bringing in new business?  | [ ]  | Yes  | [ ]  | No  |
| How regularly do you measure the following metrics?  |  | **FREQUENCY** |
| **DESCRIPTION** | Never  | Daily  | Weekly | Monthly | annually |
| Advertisement | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Marketing | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| PR Strategy | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Do you set specific goals for each marketing effort?  | [ ]  | Yes  | [ ]  | No  |
| If yes, on what are your goals based? (150 words)  |  |