

Marketing Mix information for:

Date:

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1. Product analysis:

1.1 – Product description (20 second sales pitch)

Empty text area for product description.

1.2 – Key product attributes

Empty text area for key product attributes.

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1.3 – Key customer benefits

Empty text area for notes under section 1.3.

1.4 – Potential product augmentation and level of difficulty

Empty text area for notes under section 1.4.

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1.5 - Key strengths of the product (suggested no more than 5)

1.6 - Key weaknesses of the product (suggested no more than 5)

1.7 - Potential future opportunities for the product (suggested no more than 5)

1.8 - Potential future threats to the product (suggested no more than 5)

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2. Price:

2.1 – Existing pricing structure

Empty text area for describing the existing pricing structure.

2.2 – Potential pricing innovations and level of difficulty (risk)

Empty text area for describing potential pricing innovations and their level of difficulty or risk.

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2.3 - Key strengths of the existing pricing structure (suggested no more than 5)

2.4 - Key weaknesses of the existing pricing structure (suggested no more than 5)

2.5 - Possible future opportunities for the pricing structure (suggested no more than 5)

2.6 - Possible future threats to the pricing structure (suggested no more than 5)

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3. Place (distribution):

3.1 – Existing distribution structure

Empty text area for describing the existing distribution structure.

3.2 – Potential distribution innovations and level of difficulty

Empty text area for describing potential distribution innovations and their level of difficulty.

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3.3 - Key strengths of the existing distribution structure (suggested no more than 5)

3.4 - Key weaknesses of the existing distribution structure (suggested no more than 5)

3.5 - Possible future opportunities for the distribution structure (suggested no more than 5)

3.6 - Possible future threats to the distribution structure (suggested no more than 5)

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4. Processes (order fulfilment and customer follow up).

4.1 – Existing processes structure

Empty text area for describing existing processes structure.

4.2 – Potential process innovation and level of difficulty

Empty text area for describing potential process innovation and level of difficulty.

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4.3 - Key strengths of the existing processes structure (suggested no more than 5)

4.4 - Key weaknesses of the existing processes structure (suggested no more than 5)

4.5 - Possible future opportunities for the processes structure (suggested no more than 5)

4.6 - Possible future threats to the processes structure (suggested no more than 5)

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5. People:

5.1 – Description of key personnel and how they contribute to the product

A large, empty rectangular box with a black border, intended for the user to provide a description of key personnel and their contributions to the product.

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5.2 – Description of the roles and responsibilities of those who contribute to the marketing effort or interact with customers

Empty text area for content.

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5.3 - Key strengths of the personnel (suggested no more than 5)

5.4 - Key weaknesses of the personnel (suggested no more than 5)

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6. Physical evidence (first impressions).

6.1 - Key strengths of the existing physical evidence (suggested no more than 5)

6.2 - Key weaknesses of the existing physical evidence (suggested no more than 5)

6.3 - Possible future opportunities for the physical evidence (suggested no more than 5)

6.4 - Possible future threats to the physical evidence (suggested no more than 5)

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7. Promotion (marketing communications):

7.1 – Description of the marketing communications undertaken to date, including cost, duration, customer groups targeted, personnel involved, outcomes and effectiveness.

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7.2 – Potential marketing communications budget

7.2 – Potential marketing communications budget