Marketing Checklist

Created: 1/1/2012

# Tasks:

☐ **Market analysis**

☐ **Conduct an analysis of the size and growth of your market.**

☐ **Ascertain the trends in your industry and how they affect your activities.**

☐ **Analyse the types of customer groups within your market.**

☐ **Analyse and determine which groups it is most profitable for you to target.**

☐ **Marketing Environment**

☐ **Analyse the social/cultural trends of the environment in which you operate.**

☐ **Analyse the economic trends/demographic trends of the environment.**

☐ **Analyse the political/legal/institutional trends of the environment.**

☐ **Analyse the ecological trends of the environment.**

☐ **Analyse the technological trends of the environment.**

☐ **Determine their current and future effects on your business.**

☐ **Consumer Analysis**

☐ **Analyse the needs and wants of your customers and consumers.**

☐ **Analyse of how your product/service can satisfy those needs.**

☐ **Current Situation Analysis**

☐ **Consider the current strengths and weaknesses in your organisation.**

☐ **Analyse the opportunities and threats in the market place.**

☐ **Competitor Analysis**

☐ **Analyse the activities and characteristics of the direct competitors in your market.**

☐ **Alalyse the activities of the competitors who offer substitute products/services to your customers.**

☐ **Objectives**

☐ **Establish the growth, profit and sales objectives for your business.**

☐ **Select which of the strategic alternatives will meet your objectives.**

☐ **Determine your strategy for growing your business.**

☐ **Determine what factors will differentiate you from your competitors in the eyes of your customers.**

☐ **Determine how you will compete.**

☐ **Determine where you would like to be positioned in the eyes of your customers relative to your competitors.**

☐ **Determine what your offering will be with regard to product, price, place and promotion.**