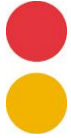




**Marketing Review
Diagnostic**

Company:	
Contact:	
Prefix Consultant	
Date of Diagnostic:	



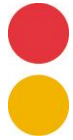
Issue 1	BUSINESS STRATEGY AND PLANNING Checklist Mission statement, Business Plan, Objectives and Targets, SWOT, Management team commitment in marketing, employees sharing vision
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Evidence

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Actions What	When	Who

Score	
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Issue 2

MARKETING Checklist

Distinction between sales and marketing, sales and profit, performance targets.

Can individual managers describe marketing strategy? Do they know market share, position in marketplace and competitor analysis?

Evidence

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Actions

What

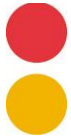
When

Who

What	When	Who

Score

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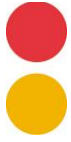
Issue 3	MARKETING STRATEGY AND PLANNING Checklist Marketing plan aligned to business plan, sales and marketing resources. Understand 7 Ps. Action plans for new products and market activities. Our company knows what it sells, to whom and where. Regularly obtain customer feedback.
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Evidence

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Actions What	When	Who

Score	
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Issue 4

MARKETING MANAGEMENT AND ORGANISATION

Clearly defined management structure, organised resources to support implementation, anticipate future customer needs, commitment to expenditure on sales training, sales reps present the right image, review sales and contracts to determine impact to cost changes, mechanisms for identifying and analysing loss of business.

Evidence

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Actions

What

When

Who

What	When	Who

Score

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Issue 5

CUSTOMER SERVICE Checklist

Customer care policy, customer surveys, quality control, staff motivation

Evidence

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Actions

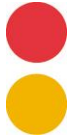
What

When

Who

What	When	Who

Score



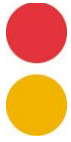
Issue 6	MARKETING OPERATIONS Checklist Competitive advantage, products and services, features and benefits, resource for product modification, customer needs analysis, importance of design in products and services, market driven product development activities, detailed planning for new product launches.
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Evidence

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Actions What	When	Who

Score	
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Other Notes

Are there additional areas in the business that are of concern to you e.g. innovation, planning for the future, management information, developing and training staff, staff recruitment and retention?

Notes

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Score

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Scoring	
1	Must be improved
2	Would like to improve
3	OK for now
4	An area of strength
5	An area of excellence

