

Business Marketing Worksheet

Target Market Analysis

What is the target market for your product/service?

What types of market research have you conducted to understand your market?

What is the geographic market area you will serve?

Describe a typical customer:

Sex: _____
Marital status: _____
Age: _____
Income: _____
Geographic location: _____
Education: _____
Employment: _____

Estimate the number of potential people in the market in your area of service:

What is the growth potential for this market?

How will you satisfy the customers' needs with your product/service?

Will your product/service make your customers' life more comfortable?

Will your product/service save your customers' time or money or stress?

Competitive Analysis

Who are your main competitors?

Are there competitors in the same geographic area as your proposed business?

Are the competitors successful and what is their market share?

How long have they been in business?

Describe your research into your competitors' business operations:

Are there any foreseeable new competitors?

What are the strengths and/or weaknesses of your competitor's product/service?

Why is your product/service different or better than that of your competitors?

What is the main way that you will compete with your competitors (price, quality, technology, advertising, etc.)?

How will your customers know that your product/service is available?

What is the main message that you want your potential customers to receive?

Why is your product/service unique?

How will you be able to expand your customer base over time?

Sales and Pricing Analysis

What are your competitors' prices for similar products/services?

Are your prices higher or lower, and why?

Will you offer any discounts for quantity or other factors? _____

Will you accept checks for payment? _____

Will you accept credit cards for payment? _____

Will you have a sales force? Describe: _____

What skills or education will the sales force need?

Will there be sales quotas? _____

Will the sales force be paid by salary, wages, or commission? _____

Are there any geographic areas or limitations on your sales or distribution?

Will you sell through distributors or wholesalers? Describe:

Will there be dealer margins or wholesale discounts?

Do you have any plans to monitor customer feedback? Describe:

Do you have warranty, guarantee, and customer return policies? Describe:

Will any customer service be provided? Describe:

What is your expected sales volume for the first five years?

Year one: _____
Year two: _____
Year three: _____
Year four: _____
Year five: _____

Marketing Strategy

What is your annual projected marketing budget?

Have your company's logo, letterhead, and business cards already been designed?

Do you have a company slogan or descriptive phrase?

Has packaging for your product/service been designed? _____

Has signage for your facility been designed? _____

Describe your advertising plans:

Signs: _____
Brochures: _____
Catalogs: _____
Yellow Pages: _____
Magazines: _____
Trade journals: _____
Radio: _____
Television: _____
Newspapers: _____
Internet: _____
Trade shows: _____
Videos: _____
Billboards: _____
Newsletters: _____

Have advertisements already been designed? _____

Have you prepared a media kit for publicity? _____

Describe your plans to receive free publicity in the media via news releases or new product/service releases:

Radio: _____

Television: _____

Newspapers: _____

Magazines: _____

Internet: _____

Have you requested inclusion in any directories, catalogs, or other marketing vehicles for your industry? _____

Describe any planned direct mail campaigns:

Describe any planned telemarketing campaigns:

Describe any internet-based marketing plans:

E-mail account: _____

Website: _____

Will there be any special or seasonal promotions of your product/service?

How will your customers actually receive the product/service?