

CURRENT MARKETING SITUATION ANALYSIS

OVERVIEW

a) Verbal overview of understood current strategy and statement of current situation.

Write in

b) Brief review of performance against most recent plan

Write in

EXTERNAL

Consider in each case - what will or might affect your business unit?

a) Economic

Inflation, employment levels, energy prices, price changes, service line availability

Write in

b) Political/ fiscal/legal

Legislation changes, taxation changes, duty increases, regulatory constraints

Write in

c) Social/ cultural

Environment issues, local population and business type distribution and dynamics (E.g. **)

Write in

d) Technological

New technologies which might affect your business (e.g. New software, methods or systems)

Write in

The Market

Your market

Size, is it growing or in decline?

Write in

Characteristics – developments and trends

a) Products

What are clients buying? What are the characteristics? (i.e. services, advice etc)

Write in

b) Prices

Price levels and range locally, any specific terms and conditions of business?, normal trade practices, official regulations/ legislation/ codes

Write in

c) Physical distribution

How can customers get the services you offer locally? Consider any likely impact on availability over the coming year.

Write in

d) Channels

Geographical location of your clients and competitors. Share, turnover, profits. Customer and potential customer needs, tastes, attitudes . Who are your typical decision makers and who will influence their decision?

Write in

e) Communication

What are the principal methods of communication in your area? E.g. direct mail, e news, poster sites, leaflet drops, local media advertising, word of mouth, PR i.e. editorial, radio, cinema, TV, internet, e-marketing, direct marketing, sample drops, local community activities, seminars etc.

Write in

f) Local practices

Are there any local associations which might impact on the effectiveness of your plan? What about historical attitudes to ORGANISATION? What about loyalty to existing suppliers – how will these be challenged?

Write in

Competition

a) Structure

Make up of companies in the area, major players standing/ reputation; extent of excess capacity (where can you make inroads?); distribution capability (what catchment do your competitors draw from?); Are there any key customer target groups where there is a gap?; what marketing methods do they use (are there obvious or less obvious gaps?); Are there any existing competitive arrangements/ tie ups? (can you establish any?); What is the extent of any diversification by your competitors currently?; Are there any other new entrants?; what about mergers or acquisitions on-going or possible?; Are any competitors struggling financially? Is there any outside investment to competitors locally? What are the competitors key strengths and weaknesses?

Write in

b) Industry profitability

Are there any financial barriers to growing your line? Consider industry profitability and the relative performance of your competitors – locally; How do your competitors structure their operating costs? What investment is currently being made by competitors in the local area?; What is the likely effect on business if they are doing so?

Write in

INTERNAL

a) Existing line

Consider the current situation as it will or might affect your plan.

Sales – total, by customer profile, by service

Write in

£

Market share – if known

Write in

%

Profit margins

Write in

Marketing practices/ procedures/ how is marketing organised and by whom?

Write in

Existing sales and marketing data

Write in

Current marketing mix variables and detail

Tick if applicable and then write in detail alongside

Market research	
Service development	
Range	
Quality	
Unit of sale	
People	
Distribution	
Support	
Pricing, discounts, credit	
Packaging / branding	
Seminars	
Exhibitions	
Selling	
Sales aids	
<i>Point of sale – N/A</i>	
Advertising	
Sales promotion	
Direct Marketing	
ONLINE	
Public relations	
Customer service	
Training	

b) Operations and resources

Marketing objectives

Are your objectives clearly stated and consistent with ORGANISATION objectives?

YES/NO

What are they?

Marketing Strategy

What is the existing strategy – if applicable? Are there sufficient resources and are they effectively allocated across your existing activities?

Write in

Structure

Is responsibility for sales and marketing activity clearly structured?

YES/NO

What is it?

Information

Do you have sufficient information about developments in the marketplace?

YES/NO

What exists/ how can it be improved?

Profitability/ cost analysis

How is your profitability performance measured and monitored currently? Can this be improved to monitor your activity effectiveness?

Do you/ will you know which marketing activities work?

Write in

Background, the market, product(s), competition, distribution and the macro-environment (i.e. Local political factors, the local environment, socio-cultural situation, business situation, demographic profile

Catchment area

Business Population

Demographic profile

Customer preferences

Market penetration

Potential for growth / share

Key target customers (prospects)

The optimum communication channels to 'Reach' these prospects

Competitor activity

Media availability in the local area

Existing research data availability