

Marketing Audit

Quick assessment

Question	Response
GENERAL BACKGROUND TO THE BUSINESS	
A brief overview of the company's business.	
Do you have a vision and if so what is it?	
What products and /or services do you sell?	
What makes your products or services better or different from your competitors?	
MARKET PLACE	
How big is your market? Value and Volume – if known.	
Is this market in decline or growth?	
What share of the market do you have?	
What are the key market drivers? (i.e. price, quality, service, flexibility, reliability?)	
Any technological advances that might impact the market?	
Have you any market data available?	
COMPETITION	
Who are your major competitors?	
What are their key strengths and weaknesses?	
How do they position themselves in the marketplace? How do they differentiate themselves from their competition?	
What is their pricing strategy?	
YOUR PRODUCTS / SERVICES	
What do your customers think of your products / services? What feedback have you had?	
Who are they targeted at?	
What special features and benefits do they have?	

Question	Response
What is your pricing strategy?	
CUSTOMERS	
Who are your customers?	
Have you segmented them by specific need?	
How do you communicate with them?	
PROMOTIONAL METHODS	
What promotional methods have you used in the past?	
Have you measured them?	
How effective have they been?	
What additional promotion do you feel that you need?	
What do you aim to achieve through further promotional activity?	
WEBSITE	
Do you have a website?	
What is the function of your website?	
How affective is it in achieving your goals?	
ASSESSMENT OF MEASUREMENT SYSTEM	
How do you measure the success of your marketing campaign?	
Does it give you the results you need?	