## **PRODUCTS**

- What does the customer expect from the product?
- What features does it have to support these needs?
- How and where will the customer utilize it?
- What does it look like?
- What colours, sizes, should it be?
- What is it to be called?
- How is it branded?
- How is it differentiated versus your competitors?

## PRICE

- What is the value of the service or product to the end-user or buyer?
- Is the customer price sensitive?
- Are there established price points for products or services in this area?
- What discounts should be offered to trade customers?
- How will your price compare with your competitors on a variety of levels?

TARGET MARKET

- Where do buyers look for your product or service?

**PLACE** 

- If they look in a store, what kind or any preference?
- How can you access the right distribution channels?
- Do you need to use a sales force?
- What do you competitors do, and how can you learn from that?

## **PROMOTION**

- Where and when can you get across your marketing messages to your target market?
- Will you reach your audience by advertising in the press, or on TV, or radio, or social media / internet?
- When is the best time to promote?
- How do your competitors do their promotions? and how does that influence your promotion?