

This worksheet will help you understand your business and tailor your marketing mix to meet your customers' needs. It has two main sections: one for product-focused businesses and another for service-based businesses.

Please answer the questions in the relevant section to put your plan into perspective. But, if you still need assistance, reach out to me at [rana@ranawrites.com](mailto:rana@ranawrites.com). I'd be happy to help! Best of luck!

## ***Product***

Product	
What is it?	
What need or want does it fulfill? What problem does it solve?	
What are its key features?	
Can it be customized? If yes, how?	
Are there any logistics or supply chain challenges? What are they?	
What is the product's brand identity?	
What emotions or values does it evoke?	
How do you handle product returns or replacements?	
What stage (e.g., launch, growth, maturity) is it in?	
What strategies are in place for lifecycle management?	
Price	
What is the production, distribution and marketing cost per unit?	

What profit margin is desired per unit?	
How much will you charge for it?	
How sensitive is the target market to changes in product pricing?	
How does pricing affect demand for the product?	
What are competitors charging for similar products?	
How does your product pricing position you in the market?	
How does pricing reflect the product's quality and benefits?	
Which pricing strategies align with your goals?	
Are there regulations affecting product price? What are they?	
How do you ensure ethical pricing practices?	
What types of promotional offers or discounts will be offered?	
What payment methods will be accepted?	
Will financing options be available to customers? What would they be?	
<b>Place</b>	
Through which channels will the product be distributed (e.g., direct, wholesalers,	

retailers, online)?	
What level of market coverage (e.g., intensive, selective or exclusive) is desired?	
Where will it be available (e.g., geographical areas)?	
What are the storage, handling and transportation requirements for it?	
How will inventory levels be managed to meet demand without overstocking?	
Which intermediaries or partners will assist in distributing the product?	
<b>Promotion</b>	
Which media channels and advertising platforms are most effective for reaching your target audience?	
What key messages should your product advertisements convey?	
How can you generate positive media coverage for your product?	
How will you handle negative publicity related to your product?	
Which direct marketing tactics (e.g., telemarketing, email newsletters) will engage potential customers?	
Which events or sponsorship opportunities align with your product's brand?	

People	
What training programs are in place to improve employee performance?	
How do employees interact with customers during the sales process?	
What strategies are used to attract skilled employees/workers?	
What is your employee turnover rate, and how does it affect product quality?	
How do you ensure employees represent the brand appropriately?	
Process	
What are the steps involved in manufacturing and delivering the product?	
How are these steps documented and communicated to the team?	
How do you ensure each product unit meets the same quality standards?	
How does customer feedback influence product improvements?	
What technologies are employed to improve production and distribution efficiency?	
How often do you evaluate product quality, and what criterias are used?	
Physical Evidence	

How does the store's atmosphere (lighting, music, scent) enhance the shopping experience?	
Is the product display organized to facilitate easy browsing and selection? How?	
Are brand elements consistently applied across all physical and digital touchpoints?	
Does the product packaging reflect quality and align with brand values? If not, what needs to be changed?	
Is the company's website visually appealing, easy to navigate, and informative? If not, what needs to be improved?	
Do staff uniforms and conduct reinforce the brand's image and professionalism?	
Are positive product reviews and customer testimonials prominently displayed?	
Are high-quality business cards, brochures, and promotional materials available to customers?	

## Service

Service	
What is it?	

What need or want does it fulfill? What problem does it solve?	
What are its key features?	
Can it be customized? If yes, how?	
How is the service branded to differentiate it from competitors?	
How do you enhance client satisfaction during the service?	
What stage (e.g., launch, growth, maturity) is it in?	
How do you adapt the service to changing market needs?	
<b>Price</b>	
What are the costs involved in delivering the service, including labor, materials and marketing?	
What profit margin is desired per service provided?	
How much will you charge for it?	
How sensitive is the target market to changes in service pricing?	
How does pricing affect demand for the service?	
What are competitors' rates for comparable services?	
How does your service pricing position you in the market?	

How does pricing reflect the service's quality and benefits?	
Which pricing strategies align with your goals?	
Are there regulations affecting service price? What are they?	
How do you ensure ethical pricing practices?	
What types of promotional offers or discounts will be offered?	
What payment methods will be accepted?	
Will financing options be available to clients? What would they be?	
<b>Place</b>	
How will the service be delivered to clients (e.g., in-person, online, through partners)?	
Where will the service be offered or accessed by clients (e.g., geographical areas)?	
Will partnerships with other organizations be utilized to deliver the service?	
<b>Promotion</b>	
Which media channels and advertising platforms are most effective for reaching your target audience?	
What key messages should your service advertisements convey?	

How can you generate positive media coverage for your service?	
How will you handle negative publicity related to your service?	
Which direct marketing tactics (e.g., telemarketing, email newsletters) will engage potential clients?	
Which events or sponsorship opportunities can boost your service's credibility and reach?	
<b>People</b>	
How do you ensure your staff is adequately trained to deliver high-quality service?	
How do you measure and improve client satisfaction?	
How do you recruit and retain talented service providers?	
How does staff retention impact service consistency?	
How do you ensure employees represent the brand appropriately?	
<b>Process</b>	
What are the procedures for delivering the service to clients?	
How are service delivery processes documented and shared with staff?	
What measures are in place to deliver consistent service quality to all clients?	



How do you incorporate client feedback into service enhancements?	
What technologies are employed to streamline service delivery?	
How often do you evaluate service quality, and what criterias are used?	
What strategies are in place to handle unexpected challenges in service delivery?	
<b>Physical Evidence</b>	
How does the physical location's atmosphere (decor, lighting, scent, seating) affect client perceptions?	
Is the service facility layout designed for efficient and comfortable client interactions? How?	
Are brand elements consistently applied across all physical and digital touchpoints?	
Are service-related documents (e.g., contracts, brochures) professionally presented and branded?	
Is the company's website visually appealing, easy to navigate, and informative? If not, what needs to be improved?	
Do staff uniforms and conduct reinforce the brand's image and professionalism?	

Is there a system in place to collect and showcase client feedback and success stories?	
Do clients receive tangible items (e.g., welcome packets, branded merchandise) that reinforce the service experience?	

## Contact Me

If you need any help, remember I'm just an email away at [rana@ranawrites.com](mailto:rana@ranawrites.com)!