

STRATiCOM

Business Assessment Tool

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For small and startup businesses, a comprehensive marketing plan is often overkill. STRATiCOM has seen many companies get bogged-down in debating the “best” way to market their products, only to lose time and miss opportunities because they are paralyzed in the planning stage.

Following is a very simple outline we call a Marketing Assessment. We use it with small businesses that just need to get some momentum going. So you can use this outline yourself, we’ve tried to provide short explanations and a few examples for each step of the process.

(Before you start, be sure to read the last section on implementation to make sure your priorities are set correctly.)

As always, for a minimal fee, a STRATiCOM marketing consultant will review the results of your assessment. Or, if you prefer, please contact us at marketing@STRATiCOM.us to have us work with you on your assessment.

I. Business Summary

Provide relevant background information on about the company, including:

- product/service descriptions
- stage in the business cycle (i.e. startup, growing, stagnant, declining)
- size
- ownership
- Revenue Goal in 2 Years
- Primary Objective Needed to Meet Revenue Goal (i.e. understand market, product innovation, branding, etc...)
- Barriers to realizing primary objective

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II. Current Marketing Situation

Provide relevant background information on the company's products and services, distribution (or delivery), general market environment, and current sales and marketing initiatives.

- specific products and/or services offered
- pricing
- target market(s) – descriptive & geographic
- competitors
- competitive advantages
- sales channels
- existing marketing program

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VI. Implementation

This is the most important part of any plan. While the goal for any company is to have great strategies implemented effectively – this rarely happens. Research shows that companies with good implementation and poor strategy outperform companies with good strategy and poor implementation.

The basic implementation steps are:

- What will be done/Who will do it/When will it be done/How much will it cost

Task	Owner	Due Date	Cost Estimate