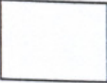


**Thirty Questions to Assist with Strategic Planning**

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1. Who are our five major customers (or classes of customers)?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_
2. What are the common characteristics of these five?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
3. Why do they buy our product?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
4. Who are three potential customers (or classes of customers) who do not currently do business with us?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
5. Why don't these three do business with us?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
6. Are there any obvious ethnic, age, religious, gender, or other biases in our customer base?  
\_\_\_\_\_  
\_\_\_\_\_
7. What is our most effective sales channel?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. What products are our three greatest revenue producers?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
9. What products are our three greatest profit producers?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_



Level 3

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Series of horizontal lines for writing on the left side of the page.

no do not currently

biases in our

10. If customers could not buy what we sell (even from a competitor) what would they do?

Four horizontal lines for writing the answer to question 10.

Demographics—Who buys?

11. Are our products purchased primarily by any particular age group?

One horizontal line for writing the answer to question 11.

12. Are our products purchased primarily by any specific ethnic group?

One horizontal line for writing the answer to question 12.

13. Are our products purchased primarily by one gender?

One horizontal line for writing the answer to question 13.

14. Are our products purchased primarily within any geographic area(s)?

One horizontal line for writing the answer to question 14.

15. Are our products purchased primarily by any income level group?

One horizontal line for writing the answer to question 15.

16. Are sales of our product(s) tied to sales or use of any other products?

One horizontal line for writing the answer to question 16.

17. Are sales of our product tied largely to any occupational category?

One horizontal line for writing the answer to question 17.

18. What is the education level of our primary purchasers?

One horizontal line for writing the answer to question 18.

19. Who (according to the above categories) are the heaviest users of our products?

One horizontal line for writing the answer to question 19.

Psychographics—Why do they buy?

20. What are the benefits each class of customer (see above) derives from using our product?

Two horizontal lines for writing the answer to question 20.

21. Which advertising has been most effective?

Two horizontal lines for writing the answer to question 21.

22. Whose endorsement might cause a person to buy our product(s)?

Two horizontal lines for writing the answer to question 22.

23. What types of packaging have produced the most sales?

Two horizontal lines for writing the answer to question 23.

**Appendix**

24. What is the buyer's *hot button*?

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Channels—Where do they buy?

25. Which distribution channel produces the most sales revenue?

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26. Which distribution channel produces the most gross profit?

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27. What has been the greatest change competitors have made in distribution channels?

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28. What has been the most effective change we have made in distribution channels?

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29. Why was the change (in question 28) so effective?

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30. Is there a level in the distribution link which can be eliminated?

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TOP PLAN A.B.  
ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΜΑΡΚΕΤΙΝΓΚ  
ΑΝΟΤΗΤΑ ΜΕΛΕΤΩΝ