

Summary current situation and actions list general and per product line

The 22 conclusions compiled provides us with the following summary of our past and current marketing activities and the results sofar. Combined with the other analysis information the basis for our marketing planning in the coming years will be as follows.

In general

Company name:

Eloquent, easy to remember, clearly describes our activities/products

Identity:

Honest, trustworthy, affordable. The support capacity is emphasized.

Company color and logo:

.....

Theme (philosophy put to work):

.....

Presentation

Location:

.....

Appearance:

neat products, representative offices, friendly approach.

Size:

[a personal tone with an international character.]

.....

Opening hours:

Monday through Friday from 9:00 AM till 5:00 PM.

Communication

Marketing planning:

.....

Business card:

standard size [with product mix on the backside]

Stationery:

.....

Brochures:

.....

Other communication means:

.....

.....

Productline 1:

1. The productline is *good/adequate/not adequate* in its assortment.

[There are *too many/few* products in the _____ phase]

[Products that need to be added:

.....]

[Products that need to be eliminated:

.....]

[Product A needs to be renewed]

[New products must be developed]

.....

2. The realized turnover was *sufficient/reasonable/not sufficient*.

[*More/less* of the total budget needs to be used for:

.....]

[*More/less* customer groups must be targeted :]

[The price/quality proportions need to be improved upon]

[The delivery time must be kept shorter

.....]

.....

3. The ... *Not available in the unregistered version!*

4. The ... *Not available in the unregistered version!*

5. The ... *Not available in the unregistered version!*

6. The ... *Not available in the unregistered version!*

7. The ... *Not available in the unregistered version!*

8. The ... *Not available in the unregistered version!*

9. The

10. The

Productline 2:

Not available in the unregistered version!

Productline 3:

Not available in the unregistered version!

(Our Final Conclusion)

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{Use this space for extra remarks to be considered when planning.}

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