

Conclusions

(Conclusion 1)

Due to the expected improvement of the _____ we
Due to the expected deterioration of the _____ we

(Conclusion 2)

The political factors result in a change in the market regarding _____ .
ABC will consider that effect on the market As a consequence ABC will
have to adjust the related marketing strategies, as to [limit the disadvantages
to a minimum]

(Conclusion 3)

Because of ...

(Conclusion 7)

These factors demand the following actions:

Product line	Not in unregistered version	Not in unregistered version	Not in unregistered version	Not in unregistered version
.....				
.....				
.....				

(Conclusion 8)

Our supply of is

(Conclusion 9)

The market shows also a considerable *growth/decline/remaining stability* [of approximately ____%]. Especially the _____ shows a considerable growth of ____%. Due to the influence of _____ further *growth/decline* is to be expected.

The for ABC most important segments are rapidly being invaded by

.....

The pricing levels and gross profit margins are clearly indicating

.....

The number of direct competitors is estimated at _____. CompetitorA [and competitorB] are to be considered market leader. They have a market share of ____%. [It is the intention of ABC to engage, further penetrate in the market and obtain a market share of at least ____% in the next _____ years.]

(Conclusion 10)

Industrial customers demographics: ...

Consumer demographics: ...

Consumer psychographics: ...

(Conclusion 11)

The division of turnover over the customer groups is:

Customer group A ____%, customer group B: ____%, customer group C: ____%, customer group D: ____% and other customers ____% of the turnover.

The division of turnover over the product lines is:

____% of the turnover is from productline ____

____% of the turnover is from productline ____

____% of the turnover is from productline ____

____% of the turnover is from productline ____

Productline __ scores *well/reasonably/average* with customer group __
 Productline __ scores *well/reasonably/average* with customer group __
 Productline __ scores *well/reasonably/average* with customer group __
 Productline __ scores *well/reasonably/average* with customer group __

The product/market combination _____/_____ is responsible for the biggest share of the total turnover, followed by product/market combinations _____/_____ and _____/_____.
 The product/market combination _____/_____ contributes little [below expectation].

(Conclusion 12)

Price/Quality: *good/reasonable/too high/too low*

Actions to consider:

Delivery/Payment conditions: *good/reasonable/too high/too low*

Actions to consider:

Mix/Loyalty: *fast/average/too late*

Actions to consider:

Service/Fame: *excellent/good/bad/terrible*

Actions to consider:

(Conclusion 13)

Product	To market	Strengths	Weaknesses	Possibilities
..... product 1	-starters -small industry			
..... product 1				
.....				

product 1				
..... product 1				
..... product 1				
product line 6 product 1				

(Conclusion 14)

(Conclusion 15)

.....
.....

(Conclusion 16)

Pricing goals reached: ...
Pricing goals not reached: ...
Successful pricing strategies: ...
Unsuccessful pricing strategies: ...

(Conclusion 17)

The pricing goals were realized by:
The pricing goals were not realized by:

Adjustment(s) distribution goals:
.....

Adjustment(s) distribution strategies:

.....

(Conclusion 18)

Analysis of the marketing personnel expenditures

Total number of sales staff	_____
Total number non sales staff	_____
Total personnel marketing department	_____
Expenditures for the sales staff	\$ _____
Expenditures for non sales staff	\$ _____
Total expenditures for marketing personnel	\$ _____
Sales staff in % of total marketing budget	_____ %
Non sales staff in % of total marketing budget	_____ %
Expenditures of the sales staff in % of sales	_____ %
Expenditures of non sales staff in % of sales	_____ %

Adjustment(s) marketing personnel:

.....

Adjustment(s) other personnel:

.....

(Conclusion 19)

Analysis of the expenditures human resource development

Current human resource development expenditures in % of:	
total sales	_____ %
total marketing budget	_____ %
The current expenditures compared to the market average	_____ %

(Conclusion 20)

Analysis market research expenditures

Current expenditures as % of the total sales	_____
%	
[These are <i>too high/well proportioned/according to planning/too low</i>]	
Current expenditures as % of the total marketing budget	_____
%	
[These are <i>too high/well proportioned/according to planning/too low</i>]	

Current expenditures compared to the market average _____
 %
 [These are *too high/well proportioned/according to planning/too low*]

(Conclusion 21)

Analysis of the advertising expenditures

Total advertising expenditures as % of the total sales _____
 %

Total advertising expenditures as % of the total marketing budget _____
 %

Current advertising expenditures compared to the market average _____
 %

The effectivity of the advertising this year

.....

Actions to consider

.....

(Conclusion 22)

	Problems	Possibilities
Economic		
Internal organization		
External factors		
Personnel		
.....: mix price quality purchasing customers competitors distribution		
.....:		

mix price quality purchasing customers competitors distribution		
.....: mix price quality purchasing customers competitors distribution		
Other		