

# Benchmarking© for Success

The purpose of 'BenchMarketing' is the identification & creation of competitive advantage. It is the process Marketing PProjects undertakes to provide a medium term view of your organisation and a marketing action plan (MAP) for sales and marketing. Here is a brief summary of some of the questions we need to focus on to achieve this. Any responses will be dealt with in the strictest confidence.

1. A brief overview of (The Company); size, turnover, employees.

2. A brief description of (The Company)'s business.

3. (The Company)'s Mission/strategic aims

4. (The Company)'s Principle markets

Main areas of growth and decline in terms of products and markets

What fundamental changes are happening or anticipated in your main markets?

What are the most important factors a customer considers when buying from you?

5. What do you think (The Company)'s strengths are:

6. What do you think (The Company)'s weaknesses are:

What plans are there for the future to build on strengths & eliminate weaknesses?

7. How many active customers do you have?

8. How many represent 80% of sales?

9. Who are your top ten customers? How do you measure 'top'?

10. What plans are there for future customer targeting?

11. How do you price your products? e.g. market pricing, cost plus, etc.

12. Please breakdown the ways you distribute your products by % e.g. indirect through agents 10%, direct through mail order 20%, direct through salesmen 70%.

13. What plans do you have for new products or services?

14. What makes your products/services unique? Can you/do you charge a premium?

15. What are the most important methods you use to promote your products?

16. What plans are there for future promotions?

17. When was the last time you completed a customer survey or undertook market research?

18. Who are your top 5 competitors (& how do you define 'top'?)

Congratulations! You have completed the business fitness test!

If you want a premium service guaranteed response from us we charge £99 plus UK VAT for a 2 page report or more, in addition to your submission and guarantee to return it to you within 5 days. We may also come back to you for more information.

Would you like this premium service option? Yes No (Please tick)

Finally, submit your form, sit back and relax!

We will be back with your results as soon as possible.