

MARKETING STRATEGY WORKSHEET 1-

Customer Needs Analysis

|  |  |
| --- | --- |
| Key Customer Groups (segments) | Customer Needs |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| 5. | 5. |
| 6. | 6. |
| 7. | 7. |
|  |  |
|  |  |

Product/Service Analysis

|  |  |
| --- | --- |
| Products/Services | Benefit |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| 5. | 5. |
| 6. | 6. |
| 7. | 7. |
|  |  |
|  |  |
|  |  |

Points of Difference- List characteristics of our service/products that make it superior to competitive substitutes.

|  |  |
| --- | --- |
| Products/Services | Superior Characteristics |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| 5. | 5. |
| 6. | 6. |
| 7. | 7. |

Target Segments (Match customer segment needs with product/service benefits

|  |  |
| --- | --- |
| Primary Market: | Secondary Market: |
| Tertiary Market: | Peripheral Market |

Describe the characteristics of the target groups in more detail.

**Primary market group:**

Characteristics:

Why do they need or want our service?

Sales Potential:

**Secondary market group:**

Characteristics:

Why do they need or want our service?

Sales Potential:

**Tertiary market group:**

Characteristics:

Why do they need or want our service?

Sales Potential:

**Peripheral market group:**

Characteristics:

Why do they need or want our service?

Sales Potential: