

Description of Product / Service: \_\_\_\_\_

SWOT / VUCA / PESTEL Analysis

Strengths: _____	Volatility: _____	Politic/Legal: _____
Weaknesses: _____	Complexity: _____	Econ/ social: _____
Opportunities: _____	Ambiguity: _____	Tech: _____
Threats: _____	Uncertainty: _____	Environmt: _____

Customer / User / Stakeholder Persona

Description of Target Customer: \_\_\_\_\_

Age: \_\_\_\_\_ Gender: \_\_\_\_\_ Profession: \_\_\_\_\_

Education Level: \_\_\_\_\_ Geographic Residence: \_\_\_\_\_

Other (firm, organization): \_\_\_\_\_

\_\_\_\_\_

Business Competition

Competitor Name 1: _____	Competitor Name 2: _____
Years in Business: _____ Market Share: _____	Years in Business: _____ Market Share: _____
Pricing/Strategy: _____	Pricing/Strategy: _____
_____	_____
Features: _____	Features: _____
_____	_____

Planning

Marketing Budget: \_\_\_\_\_

Goals (Specific, Measurable, Attainable, Realistic, Timely):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Strategies

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Industry Trends: \_\_\_\_\_

\_\_\_\_\_

Content: \_\_\_\_\_

\_\_\_\_\_

Inbound: \_\_\_\_\_

MktMix, TradeMkt & DigitalMkt

Pricing: \_\_\_\_\_

Place: \_\_\_\_\_

Promotion: \_\_\_\_\_

People & Product: \_\_\_\_\_

Trade marketing: \_\_\_\_\_

Search SEO/SEA: \_\_\_\_\_

Internet: \_\_\_\_\_

Social: \_\_\_\_\_

Mobile: \_\_\_\_\_