



E: merry@jumpmarketing.com.au

Your Business Overview

To enable us to provide you with accurate marketing advice, we need you to outline your business by answering the questions below. You may complete the table and email it back or print it out and fax back. If you are not sure of any of the questions, please call us on 9470 3433.

From your initial outline we can create a comprehensive Marketing Audit document (if required) that will enable us to analyse your business completely. We can then advise you accurately on all your marketing requirements and create a Marketing Plan.

Question	Your Answer
Business name	
Contact Details	
Core (major) business product/service	
Minor business product/service	
Business marketing objective (e.g. increase profit to ...%; increase market share by ..%; build and sell)	
Target markets (who do you sell to?)	
Main competitors	
Past promotions	

Results of promotions	
Market share	
Staff numbers and positions	
Available promotions resources... i.e. Staff skills Hours available per week to implement Other expertise	
Allocated annual marketing budget	
Do you need a new Corporate Image? (logo, slogan etc)	
What existing promotional tools do you have – website, brochures, stationery, signage etc?	

Other Relevant Information

Please bring past promotions and results, corporate tools (i.e. stationery, cards, brochures etc.) to your First Appointment

Please supply any other details here that support your Business Overview