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## 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.<br>Staff skills<br><br>Hours available per week to implement<br><br>Other expertise |  |
| Allocated annual marketing budget                                                                                          |  |
| Do you need a new Corporate Image?<br>(logo, slogan etc)                                                                   |  |
| What existing promotional tools do you<br>have – website, brochures, stationery,<br>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*