

Description of Product or Service: \_\_\_\_\_

SWOT / VUCA Analysis	
Strengths: _____	Volatility: _____
Weaknesses: _____	Complexity: _____
Opportunities: _____	Ambiguity: _____
Threats: _____	Uncertainty: _____

Customers / Users
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	MktMix, TradeMkt & DigitalMkt
Marketing Budget: _____	Pricing: _____
Goals (Specific, Measurable, Attainable, Realistic, Timely):	Place: _____
1. _____	Promotion: _____
2. _____	People & Product: _____
3. _____	Trade marketing: _____
Strategies	Search SEO/SEA: _____
1. _____	Internet: _____
2. _____	Social: _____
3. _____	Mobile: _____
Industry Trends: _____	
_____	