

MARKETING AUDIT QUESTIONNAIRE

This questionnaire is confidential and will be handled with the strictest of confidentiality.

ABOUT THE BUSINESS

Date: _____

What is the business name?

What is the business mission or vision?

What is the primary nature of the business?

What are the core products/services?

What is unique about the products/services (unique selling proposition)?

What is your marketing position?

From which geographical areas do your customers live?

What are the market segments you operate/sell in?

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How long has the business existed, and are you a retailer or wholesaler or both?

How many locations and where are they?

What stage in the product/service lifecycle is the business?

Introduction

Acceptation

Maturity

Decline

At what operational capacity is the business operating?

% _____

What is the highest level the business has operated?

% _____

When was this achieved?

What made the business go well?

How often do you introduce new products/services?

What are they and what is the frequency of introduction?

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Do you have any other sales or distribution channels? If yes, what are they?

Who is the primary target market (core group of customers)?

Who is the secondary target market?

What type of people buy your products/services?

What influences their purchase decision?

Why do customers choose your products/services over your competitors?

Do you consider the business to be innovative, contemporary or traditional?

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BUSINESS ANALYSIS (SWOT)

What are the business strengths:

What are the business weaknesses:

What are the business opportunities:

What are the business threats:

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CORPORATE IDENTITY

Logo

How new or old is your logo and corporate identity (ID)?

What are your corporate colours?

Is your logo/ID unique?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Is your logo/ID well known and recognisable?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Do the colours have impact to be noticed?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Does your logo/ID represent your product/service?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Does your logo/ID represent the vision or mission?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Does your logo/ID work well in your marketing?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Does your logo/ID work well in your advertising?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>

Image

Do you have a modern corporate style/ID?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Do you have an advertising style?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Does your image reflect your market position?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Does your image reflect your abilities & integrity?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Is your image consistent across your stationery, brochures, website, ads, marketing and signage?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Do you enforce this image or image?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>

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STAFF

How many staff does this business employ? _____

How would you describe internal culture in the business?

Does the business turn staff over frequently or encourage long term loyalty?

Does the business have staff performance incentives or career development planning?

Does staff performance and morale affect sales or productivity?

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SALES

What is the approximate sales turnover per annum? \$ _____

What is the price range of your products? \$ _____ To \$ _____

What is the average price per sale? \$ _____

How much would the average customer spend in a year? \$ _____

What is your sales target over the next 12 months? \$ _____

What % increase does this represent from current sales? % _____

Are there seasonal or calendar influences in sales? If so, what are they?

When are your sales peaks and troughs?

Peaks: _____

Troughs: _____

What percentage of sales is due to:

Repeat Business: _____ %

Referrals: _____ %

Direct Selling: _____ %

Direct Marketing: _____ %

Traditional Advertising: _____ %

Online Advertising: _____ %

Website: _____ %

Trade Marketing: _____ %

Other: _____ %

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MARKETING What marketing activities have been undertaken and how did it rate?

	Failure	Average	Reasonable	Success
Yellow Pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
White Pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telemarketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television/Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers Metro	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade/Industry Mags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifestyle Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletters email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletters mailed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor Billboards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flyers mailed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flyers letterboxed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catalogues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transit Buses/Taxis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet Directories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google Adwords	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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What is your current marketing budget per annum? \$ _____

Is it at least 3-4% of your annual turnover? What is the percentage? \$ _____

What is the breakdown of the budget?

Directory Advertising: % _____

Newspaper/Magazine Advertising: % _____

Online Advertising: % _____

Marketing Programmes: % _____

Sales Promotions: % _____

Tradeshows or events: % _____

Sponsorships: % _____

Coupons: % _____

Website: % _____

Product Giveaways/Sampling: % _____

Other: % _____

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Where are you currently marketing or advertising?

What was your biggest marketing or advertising success?

What was your biggest marketing or advertising mistake?

Do you have annual sales or major events that influence sales? If yes, explain what and when?

Do you have a mailing list or email list ? If yes, how many customers/prospects are on the list?

Did you build this list or buy it from a broker?

What information do you mail these customers/prospects?

Do you track your marketing/advertising results? If so, how?

Have you ever tested or researched your advertising or marketing? If yes, what was learned?

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What is your current marketing or advertising problem?

What are your ideas to solve this problem?

THE MARKET/INDUSTRY

What is the size of your market/industry?

What is your percentage share?

What is your current ranking in the industry?

Where would you like to be positioned?

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CUSTOMER SECTION

How is the business perceived by customers?

How would you like to be perceived by customers?

How many customers does the business have?

Do they repeat purchase? If yes, how often?

What steps do you take to ensure repeat business?

How many new customers could you handle, without any service decline?

Does the business meet or exceed customer expectations for:

Product quality? _____

Product/service turn-around-time? _____

Product price? _____

After sales service? _____

Product durability? _____

Product Life? _____

Customer lifestyle? _____

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PROSPECT SECTION

How does the business develop new prospects?

How many prospects are contacted each month?

How many prospects become customers each month?

How long does it take the average prospect to turn into a customer?

What is the main objection to your product/service?

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COMPETITOR SECTION

Who are your major competitors?

What do your competitors offer that you don't?

How/where do your competitors market?

Where do your competitors advertise?

How are your competitors perceived by consumers?

Are competitors increasing, decreasing or stable?

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THE MARKET/INDUSTRY

Is the market/industry increasing, decreasing or stable?

Do you believe the market/industry has potential for long-term growth? If yes, in what area?

Are there any plans for expanding or integrating with other business? If yes, what are they?

Thank you for answering this questionnaire. The answers will form the basis for our marketing planning and strategies.

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