

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

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: _____	

Content: _____	

Inbound: _____	