

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: _____
_____	_____

<p>Planning</p> <p>Marketing Budget: _____</p> <p>Goals (Specific, Measurable, Attainable, Realistic, Timely):</p> <ol style="list-style-type: none"> _____ _____ _____ <p>Strategies</p> <ol style="list-style-type: none"> _____ _____ _____ <p>Industry Trends: _____</p> <p>_____</p> <p>Content: _____</p> <p>_____</p> <p>Inbound: _____</p>	<p>MktMix, TradeMkt & DigitalMkt</p> <p>Pricing: _____</p> <p>Place: _____</p> <p>Promotion: _____</p> <p>People & Product: _____</p> <p>Trade marketing: _____</p> <p>Search SEO/SEA: _____</p> <p>Internet: _____</p> <p>Social: _____</p> <p>Mobile: _____</p>
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