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**In-Depth Marketing Audit**

**Business Vision, Strategy and Goals**

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|  1. | **What is your ultimate long-term business goal?**1. Bring in business partners?
2. Exit and sell the business?
3. Franchise?
4. Get investment and scale?
5. Leave as a going concern?
6. Lifestyle business?
7. Lifetime business that provides lifetime income?
8. Nationwide awareness and sales?
9. Organic and steady growth long term?
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|  2. |  **What are your business goals in the next 12 months?**These goals can be financial and non-financial goals |  |
|  3. | **What’s the story of your business?** Where did you start from? How did you get to where you are today? |  |
|   4. |  **Please say whether you are strong, average or weak in each of the following business areas:**1. Administration
2. Business strategy
3. Financial management
4. Ideas and research
5. Managing staff
6. Marketing
7. Operations
8. Recruiting staff
9. Sales
10. Software systems
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**Marketing and Sales**

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| 1. | **What are the 3 key marketing challenges facing your business?** |  |
| 2. | **Describe the main products or services that you sell?** |  |
| 3. | **What 3 characteristics about your company or service help you stand out from your key competitors?** |  |
| 4. | **What marketing methods do you use to generate new business enquiries?** |  |
| 5. | **What marketing methods have you tried that have been unsuccessful?** |  |
| 6. | **What 3 key problems do you solve for your customers?** **Please complete the following sentence**From my customer’s point of view, the 3 key problems that I solve for them are…… |  |
| 7. | **Describe your ideal customer for the 3 main products or services you sell?** |  |

**Business Administration and Operations**

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|  | **Please tell us anything else that you feel will help us understand your business.**Please tell us anything you think it is important that we know… |  |