

I. Planning

- A. What kinds of people buy our products? Where do they live? How much do they earn? How many of them are there?
- B. Are the markets for our products increasing or decreasing? Are there promising markets that we have not yet reached?
- C. Are the channels of distribution for our products changing? Are new types of marketing institutions likely to evolve?

II. Problem Solving

- A. Product
 - 1. Which of various product designs is likely to be the most successful?
 - 2. What kind of packaging should we use?
- B. Price
 - 1. What price should we charge for our products?
 - 2. As production costs decline, should we lower our prices or try to develop higher quality products?
- C. Place
 - 1. Where, and by whom, should our products be sold?
 - 2. What kinds of incentives should we offer the trade to push our products?
- D. Promotion
 - 1. How much should we spend on promotion? How should it be allocated to products and to geographic areas?
 - 2. What combination of media—newspapers, radio, television, magazines—should we use?

III. Control

- A. What is our market share overall? In each geographic area? By each customer type?
- B. Are customers satisfied with our products? How is our record for service? Are there many returns?
- C. How does the public perceive our company? What is our reputation with the trade?