

Worksheet Set 10

Planning to take a strategic approach to marketing mix issues

The worksheets on the following pages are provided both to stimulate thinking on some of the marketing mix issues outlined in Chapter 10 and to enable you to record the results of your thinking.

Product issues

(a) Thinking about features in terms of perceived customer benefits

Use this table to outline the benefits offered by the features of your organisation's offerings.

Features - what it is and what it offers	Benefits - what's in it for a user

(b) Finding the match between the identified offering benefits and target segments

Use this grid to pinpoint the places where benefits will be of interest or appeal to your various target segments.

Segments/ benefits							

(c) Considering existing and potential aspects of your offerings as an extended product

Product aspect	Existing attributes in which this may be enhanced
Core benefits	
Expected benefits	
Augmented benefits	
Potential value-adding benefits	

Price issues

(a) Considering the relevant pricing issues

Use the following table to record your findings on the questions shown.

Issue	Findings
How much does the organisation need to earn from its offerings? (list different offering strands)	
How much was charged for these in the past? (again list different offerings)	
How much is being charged by competitors for similar offerings?	
How might the pricing be made more psychologically attractive to users?	

Place issues

Use the following table to identify potential barriers to your user's engagement with the organisation, and ways of reducing, lowering, denuding or removing these barriers.

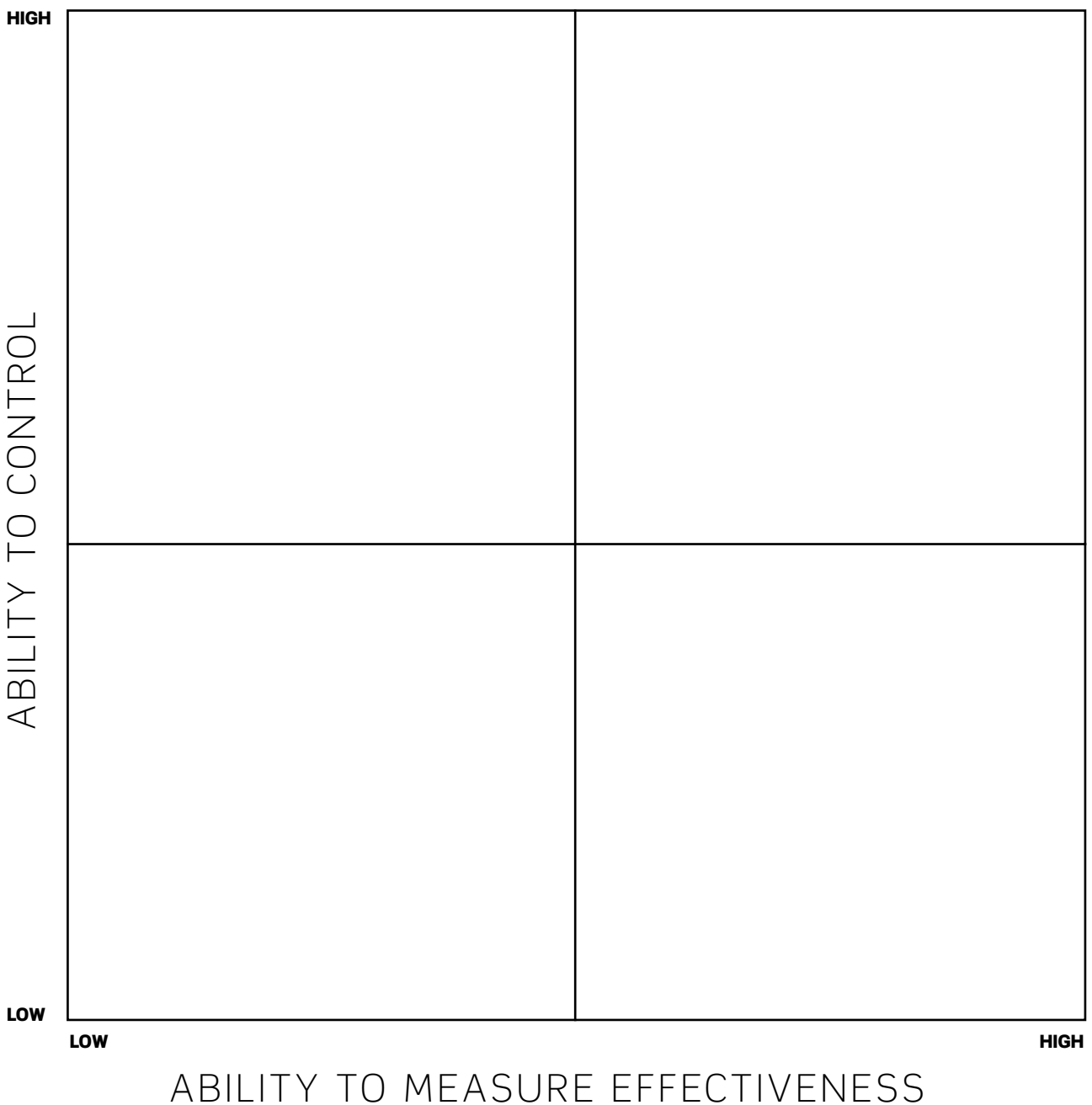
Potential barrier	Ways of removing or denuding this

Promotion issues

(a) Thinking about your promotional tools in terms of their functionality

Use the following matrix to classify the tools to be used according to the extent to which you can control them, and the extent to which you can measure the results generated by them. Circle the ones that seem most useful.

Perceptual Brand Positioning Maps



(b) Matching promotional mechanisms to segments

Use this grid to show which promotional tolls will be used to communicate with your target segments

Segments / Mechanisms							