



Business Foundations Checklist

**MARKETING - The process by which customers derive value for Company's product or service**

Y	N	NA	?	STRATEGY
				Have you engaged a Marketing Firm
				Have you engaged a Website Firm
				Have you developed a Marketing Plan
				Have you created a Marketing Strategy
				Market Segment or niche
				Have you explored Partnerships or Endorsements
				Have you chosen the best marketing medium
				Have you defined your Pricing Strategy

Y	N	NA	?	PRODUCT OR SERVICE
				Have you defined your Product or Service Offering
				Have you defined your potential customers and segments
				Have you defined the market, size and geography for your product or service
				Do you have a defined Pricing Model
				Differentiation, what makes you different

Y	N	NA	?	TARGET MARKET
				Have you identified your target market
				Have you refined your market segment or niche
				Have you investigated business trends, statistics and future forecasts
				Can you purchase qualified leads

Y	N	NA	?	IMAGE/IDENTITY
				Do you have a refined logo
				Do you have letterhead
				Do you have Business cards
				Do you have a website
				Is your logo, letterhead, biz cards and website have a single cohesive image

Y	N	NA	?	MESSAGE
				Have you defined your differentiation
				Have you defined the best path to your target market

MARKETING MEDIUMS

- |                    |                    |
|--------------------|--------------------|
| Internet           | Radio              |
| Pay Per Click      | TV                 |
| Trade Publications | Seminars           |
| Newspaper          | Optin email        |
| Trade Websites     | Yellow pages       |
| Direct Mail        | Affiliate Programs |
| Tradeshows         |                    |