

India - 4Ps Self-Assessment Tools

How are you travelling with the 4Ps of marketing? Score yourself using this assessment guide below.

From here you identify the key areas you would like to work on the most.

Product	Place/Distribution	Price	Promotion
<p>Questions</p> <ul style="list-style-type: none">• I know what product I am going to export• I have identified my export consumer• I have identified how they are going to use it• I have selected and protected the local name/brand• I have a key point of differentiation from the competition	<p>Questions:</p> <ul style="list-style-type: none">• I know where my export customers will find it• I have identified a specific niche market• I know distribution channel I should be using• I have identified a sales force.• I know my competitors' placement and am differentiated in place.	<p>Questions</p> <ul style="list-style-type: none">• I know what it costs to produce.• I know its value to the user/consumer in market.• I understand the price sensitivity of the consumer.• I have a discounting or incentive model.• I know what price my competitors are selling at.	<p>Questions:</p> <ul style="list-style-type: none">• I know where my consumer/customers are getting information.• I have an online presence both in Australia and cross border.• I know my message to my target users/consumers.• I have a promotional budget.• I know how my competitors are doing their promotion.

SCORE:	SCORE:	SCORE:	SCORE:
--------	--------	--------	--------