

Attachment

II : Worksheets for determining the marketing mix concept

Strategic framework decisions

1. Market- and market segment strategy

1.1 Market choice

Considerations concerning market choice

Strategic decisions concerning market choice

1.2 Market choice

1.3 Choice of market segment

Considerations concerning market coverage and market segmentation

Strategic decisions concerning market coverage and market segment choice

2. Competitive strategy and offer positioning

2.1 Market- or sub-market development

Considerations concerning market- or sub-market development

Strategic decisions concerning market- or sub-market development

2.2 Competitive strategy
2.3 Detailed offer positioning

Considerations concerning competitive strategy and offer positioning

Strategic decisions concerning competitive strategy and offer positioning

3. Distribution and sales strategy

3.1 Distributors and proprietary sales organization

Considerations regarding distributors and the own sales organization

Strategic decisions concerning independent distributors and the own sales organization

3.2 Special target groups and 3.3 key development areas

Considerations regarding special target groups and key development areas

Strategic decisions concerning special target groups and key development areas

Decisions on implementation management

4. Key measures for the sub-mix product user

Considerations and decisions concerning the product user sub-mix

5. Key measures for other potential sub-mixes

5.1 Sub-mix commerce and 5.2 Sub-mix for special target group

Considerations and decisions on other potential sub-mixes

6. Changes to the marketing infrastructure and requirements for other functional areas

Considerations and decisions on the marketing infrastructure and other functional areas

7. Medium-term success plan

Considerations and decisions regarding the medium-term success plan