

MARKET STRATEGY DISCUSSION LIST		
1	What are the financial hurdles facing the business?	
2	What are the business objective(s)?	
3	What is the business strategy?	
4	What are the marketing objectives?	
5	What is the marketing strategy?	
6	What business are you in? What business do you want/need to be in?	
7	Who is your existing customer?	
8	Who is your future customer?	
9	How do you segment your market(s)?	
10	Which segment(s) do you focus on?	
11	What market position(s) do you own?	
12	What are the values and personalities of your brand(s)?	
13	How do you retain customers?	
14	What is the organisation's culture?	
15	Are the organisation's processes 'joined up'?	
16	Where is the customer in the 'system'?	
17	What is your value proposition?	
18	Where are the new offerings?	
19	How do you assess and manage risk?	
20	How do you control tactical implementation?	