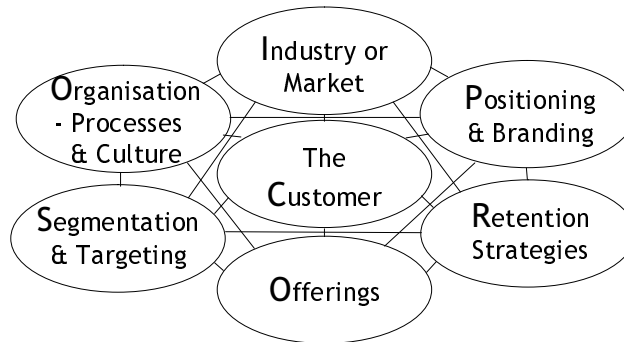


Scorpio market strategy

© Paul Fifield



Offerings

Offerings are about much more than just the products or services that the organisation presents to the market and managing the offerings is a strategic task. We need to really understand our target customers' needs and wants and how these are likely to change and modify in the future.

Nothing is static and value in the marketplace will migrate over time - if we do not follow (or better, anticipate) such migration we will lose sales and eventually be overtaken by competition.

The Value Proposition is a difficult task but essential if marketing is to create consistent offers and messaging to meet market needs. The Value Proposition also crystallises the unique properties of the offer and so safeguards or profits over the longer term.

The strategic checklist for your organisation is:

1	Do we (really) understand the target market?	<i>The customer must drive all that we do- is this knowledge USED in what we offer</i>
2	What is the Value Proposition?	<i>The CVP should drive ALL activities - spend time on it - get it right</i>
3	What is the most appropriate business design?	<i>So that it can deliver maximum customer value and extract maximum financial value from the market</i>
4	Where are the new offerings?	<i>Value migrates - how are we managing the flow of new ideas to offerings?</i>
5	How do we assess the Risk?	<i>Business is about risk - but risk should be identified and managed</i>
6	Are we managing the life cycle?	<i>The life cycle is not written in stone, do we manage it or are we driven by it?</i>
7	How do we take the Offerings to market?	<i>Routes to market and the use of partners/intermediaries/co-opertition is crucial and strategic</i>