

Product (or service)	<p>What do you want the customer to do with the product/service?</p> <p>What needs do the product/service meet?</p> <p>What features of the product/service meet the customer's needs?</p> <p>Are there any features that we forgot?</p> <p>Are there expensive features that the customer will not use?</p> <p>How and where will the customer use the product/service?</p> <p>What does the product look like?</p> <p>How will the customer experience the product?</p> <p>How is the product packaged?</p> <p>What size, colour, etc. should the product have?</p> <p>What variants should the product be offered in?</p> <p>What should we name the product?</p> <p>How should the product be branded?</p> <p>Is it a part of a known product program, or should it have its own brand?</p> <p>How do we differentiate the product from our competitors' products?</p>
Place (distribution)	<p>Where will customers look for the product/service?</p> <p>If customers expect the product in a store, what kind of store are we talking about? A specialised business, a supermarket, or both? Or online? Or directly via a catalogue?</p> <p>How can we get access to the right distribution channels?</p> <p>Do we need a sales force and/or need to participate in trade fairs?</p> <p>What do we think the competitors are doing and how can we learn from it and/or differentiate?</p>
Price	<p>What value does the product/service have for the customer?</p> <p>Is the product price sensitive?</p> <p>Will a slight decrease in price give us increased market share?</p> <p>What prices and discounts should we offer for the different segments on the market?</p> <p>How is our price compared to that of the competitors?</p>
Promotion	<p>Where and when can we get our marketing messages to the target audience?</p> <p>Will we reach our audience by advertising in the press or on the Internet, TV, radio or using posters?</p> <p>When is the best time for marketing?</p> <p>Are there seasonal fluctuations in the market?</p> <p>How do competitors implement their campaigns?</p> <p>How are we going to compete?</p>

FIGURE 10.41
The Four Ps' checklist.