

Step 6: Project Details for Marketing Plans (EMAP-PD-C)

1. What activity/activities will you complete as part of the project? (Check all that apply)

Third-party advisory services to complete a market assessment, marketing plan, or marketing audit to identify market opportunities

Assessment, data gathering, and data analysis; development/review of written report

2. What are the anticipated timelines to see results of the project? (Select one)

The completion of immediate improvements in my business (in the next 1 to 2 years)

The completion of long-term improvements in my business (in the next 3 to 5 years)

Not yet determined

3. What are the ultimate goals of this project? (Check all that apply)

To assess your current marketing strategies

To identify potential new marketing strategies

To identify additional marketing opportunities for your current product

To identify additional marketing opportunities for new products

To provide a basis for or to create a Marketing Plan

To develop a plan for a project involving a product, process or equipment/technology that is new/novel (i.e., has been adopted by less than 20 per cent of the sector)

To establish pricing and/or product quality benchmarks for current/new products

None of the above

4. What are the areas addressed by this project? (Check all that apply)

Market trends (including new and/or value-added market opportunities)

Barriers to market entry

Competition levels

Current and potential strengths and weaknesses

Current and potential opportunities and threats

None of the above

Full Name: _____

FBRN: _____

EMAP-PD-C

5. Briefly describe how the areas you selected above relate to the project:

Full Name: _____ **FBRN:** _____