



VALUE PROPOSITION

ANALYSIS / ACTION

What is our proposed offering?

What problems is it solving for our customers?

Are we competitive e.g. on cost or features

How would we be perceived by customers?

Do we bring increased consumer satisfaction/happiness?

Do we help reduce their stress levels?

Are we bundling products or services?

Would we be perceived as a risky purchase?

Are there other new or substitute products/ services on the market?

(Add your own questions on BMAP universal continuation sheets)

CUSTOMER SEGMENTS

ANALYSIS / ACTION



Who are we selling to?

Are there sub segments?

Are there any niches?

Who are our biggest customers?

Are we over dependent on one customer?

Who are our most loyal customers?

Are our customers price sensitive?

Are our customers early adopters?

What are our customer demographics?

*(Add your own questions on BMAP
universal continuation sheets)*

CUSTOMER RELATIONSHIPS

ANALYSIS / ACTION



Have we a customer relationship management system?

How good is our customer service?

Have we a feedback response system?

Do we record our calls for training purposes?

Have we an intuitive/interactive website?

Do we make regular sales visits with key customers?

Have we a social media link with our customers?

What do our customers expect from us?

Have we an FAQ section on our website?

Do we have a loyalty system?

(Add your own questions on BMAP universal continuation sheets)

DISTRIBUTION CHANNELS

ANALYSIS / ACTION



How good are our distribution channels?

Are we locked into one powerful distributor?

Have we a direct sales route?

Have we an online sales route?

What is our most cost efficient distribution channel?

Are our sales channels independent?

How integrated is our order entry system to our delivery system?

Are there any unnecessary delays in the system?

Have we an efficient returns system?

(Add your own questions on BMAP universal continuation sheets)



KEY PARTNERS

ANALYSIS / ACTION

Who are our key suppliers?

Are we over-dependent on one supplier?

Are there any unreasonably-long supplier deliveries?

How easy is it to source alternative suppliers?

Can local suppliers step up to the mark?

Have our suppliers adequate quality control systems?

Do we use sub-contractors and what key activities do they perform?

Are we happy with our professional partners – accountants, consultants etc.?

How good are our relationships with our partners?

(Add your own questions on BMAP universal continuation sheets)



KEY ACTIVITIES

ANALYSIS / ACTION

What is our primary process?

Who manages this process?

What are our secondary activities?

Have we the correct management structure?

Who is responsible for ensuring the business is well funded?

Are we managing our creditors and debtors well?

Are our sales channels adequate?

Is our R&D adequate?

How efficient is our marketing?

How good are we at hiring the best people?

Are we regularly updating our social-media platforms?

(Add your own questions on BMAP universal continuation sheets)



KEY RESOURCES

ANALYSIS / ACTION

Are our premises adequate?

How good is our IT system?

How good is our staff training?

Is our equipment up to date and properly maintained?

Are our website and social-media platforms robust?

Are we over/under staffed?

Have we good stock control systems?

*(Add your own questions on **BMAP** universal continuation sheets)*



REVENUE STREAMS

ANALYSIS / ACTION

How do we charge our customer?

How easy is it to get paid?

Do we need incentives for early payment, annual subscriptions etc.?

Do we offer annual maintenance/service contracts?

Can our service staff upsell?

Have we a list price and who can offer discounts?

Can we licence our product/service and charge an annual fee?

Can we bundle our products into a single sale?

Have we measured our marketing to sales performance?

Are we monitoring our profit margin monthly?

(Add your own questions on BMAP universal continuation sheets)

COST STRUCTURES

ANALYSIS / ACTION



What is our primary cost?

Are we over-dependent on a small number of suppliers?

How exposed are we to raw material price variations?

Are our staff costs in line with industry costs?

Is someone responsible for driving down costs?

Have we tried to strike deals with our suppliers?

Are our energy bills under control?

How secure and stable is our property lease?

(Add your own questions on BMAP universal continuation sheets)

SWOT - STRENGTHS

ANALYSIS / ACTION



Do we have a strong/skilled team?

Is our management structure appropriate?

Do we understand the market?

Do we have a strong brand?

Do we have a strong product/service?

Have we a cost advantage?

What do our customers see as strengths?

What do our employees see as our strength?

Have we a good reputation?

Have we good manufacturing competence?

Have we good marketing skills?

Have we good selling skills?

Do we have good R&D skills?

Do we have good information systems?

Are we protected by patents/copyright?

Have we multiple product lines?

Have we a clear mission statement?

(Add your own questions on BMAP universal continuation sheets)

SWOT - WEAKNESSES

ANALYSIS / ACTION



How robust are our processes?

Are our communications good?

Have we enough resources?

Do we have a strong value proposition?

How are our finances?

Are our costs under control?

Are there rising manufacturing costs?

Have we strong sales channels?

Have we narrow product lines?

Have we lost any customer good will?

Is access to our distribution channels weak?

Do we have adequate information systems?

Are our goals well communicated?

Has our brand been weakened in any way?

Is there any infighting between divisions?

Have we growth without direction?

*(Add your own questions on BMAP
universal continuation sheets)*

SWOT - OPPORTUNITIES

ANALYSIS / ACTION



Is there a positive economic environment?

What does industry data tell us?

What does competitive data tell us?

Can we expand core businesses?

Can we extend cost or differentiation advantage?

Can we exploit new technologies?

Are consumer preferences changing positively towards us?

Can we diversify into new growth businesses?

Can we expand into foreign markets?

Can we focus R&D skills in new areas?

Can we buy / control a distribution channel?

Can we buy / control a supply chain?

Can we enlarge our portfolio?

Can we merge with or buy a competitor?

Can we overcome barriers to entry?

Can we leverage our brand name?

(Add your own questions on BMAP universal continuation sheets)

SWOT - THREATS

ANALYSIS / ACTION



Are there new competing technologies?

Do we have any new competitors?

Are there any new government regulations?

Are consumer preferences changing negatively towards us?

Is there a shift in consumer tastes?

Are our sales channels independent?

Is there an increase in domestic competition?

Is there an increase in foreign competition?

Has there been a fall in barriers to entry?

Is there a rise in new or substitute products/ services?

Are we a potential for takeover?

Are there any changes in key demographics?

Are there any changes in economic factors?

Are we facing a slowing market?

Is there a downturn in the economy?

(Add your own questions on BMAP universal continuation sheets)

PESTLE - POLITICAL

ANALYSIS / ACTION



How are we affected by current taxation policy?

Future taxation policy?

Are we fully aware of grants, funding and other initiatives available?

Are we members of relevant trade bodies?

What are the effects of wars or worsening relations with particular countries?

Are there any relevant election campaigns on the horizon?

Are there any relevant issues featuring in political agendas?

Are there any policies proposed that may affect our market? e.g. compliance issues

(Add your own questions on BMAP universal continuation sheets)

PESTLE - ECONOMIC

ANALYSIS / ACTION



Does the economic situation affect us?

How strong is consumer spending?

How strong are current and future levels of government spending?

How easy is access to loans?

How will current and future interest rates, inflation and unemployment affect us?

Are there any specific taxation policies and trends?

How volatile are exchange rates?

(Add your own questions on BMAP universal continuation sheets)

Download forms at mbagloballearning.com

©Copyright MBA Global AML Ltd

PESTLE - SOCIAL

ANALYSIS / ACTION



What are the latest lifestyle trends?

Are there any unusual demographics?

What are consumer attitudes and opinions to our products/services?

Are there any media issues?

Are there any law changes affecting social factors?

How good is our brand, technology image?

What are the latest consumer buying patterns?

Who are the relevant fashion and role models?

What are the major events and influences?

Are there any ethnic/religious factors?

Have we an advertising and publicity plan?

Are there any relevant ethical issues?

(Add your own questions on BMAP universal continuation sheets)

PESTLE - TECHNOLOGICAL

ANALYSIS / ACTION



Have we explored any relevant current and future technological innovations?

What is the current level of research funding?

Are consumers making purchases predominantly online?

Have we explored intellectual property rights and copyright infringements?

Are there any relevant global communication technological advances?

Does current technological advancement leave us with a competitive advantage?

Will technological change impact us positively or negatively?

Is technology a barrier to market entry for competitors or a gateway?

List impacts of technological change on each department / function of our business.

(Add your own questions on BMAP universal continuation sheets)

PESTLE - LEGAL

ANALYSIS / ACTION



Impact of legislation such as employment, competition and health & safety?

Are we aware of any future legislation changes that might impact our business?

Are we aware of any changes in local / regional law?

Have we checked our trading policies?

Who are the relevant regulatory bodies and have we registered with them?

Are we subject to any local legislation that can impact our short or medium term plans?

(Add your own questions on BMAP universal continuation sheets)

PESTLE - ENVIRONMENTAL

ANALYSIS / ACTION



Will there be any pollution created by the product or service?

Have we investigated recycling considerations?

What are the attitudes to the environment from the government, media and consumers?

Are we aware of current and future environmental legislative changes?

What is the cost of waste disposal in our business?

Are there local arrangements for waste?

Do we have a written statement on our waste policy that we can supply to our clients?

Is our waste policy a source of competitive advantage or potential liability?

(Add your own questions on BMAP universal continuation sheets)

**VALUE CHAIN ANALYSIS
PRIMARY ACTIVITIES**

ANALYSIS / ACTION



INBOUND LOGISTICS

Have we enough suppliers to create competition for supply?

Have we competition on delivery (same-day delivery)?

Have we sufficient warehousing to take advantage of volume discounts?

Have we returns procedures?

If we're in manufacturing, are we planning to achieve operations efficiency with -
 MRP - Materials Requirements Planning
 JIT - Just In Time
 JIS - Just In Sequence
 OPT - Optimized Production Technology
 FMS - Flexible Manufacturing Systems
 or another method.

How will this impact the business?

(Add your own questions on BMAP universal continuation sheets)

**VALUE CHAIN ANALYSIS
PRIMARY ACTIVITIES**

ANALYSIS / ACTION



OPERATIONS

How good are our operating procedures?

How good are our health and safety procedures?

How adequate is our quality assurance/ quality control?

Have we service contracts on our machines/equipment?

Is shift work an option?

How good is our scheduling system at dealing with surges in demand?

(Add your own questions on BMAP universal continuation sheets)

**VALUE CHAIN ANALYSIS
PRIMARY ACTIVITIES**

ANALYSIS / ACTION



OUTBOUND LOGISTICS

Have we sufficient storage for finished products?

Have we the correct balance between in-house and contract delivery of products?

Have we sufficient installation staff?

Is our order processing/invoicing system working in a timely and efficient manner?

(Add your own questions on BMAP universal continuation sheets)

**VALUE CHAIN ANALYSIS
PRIMARY ACTIVITIES**

ANALYSIS / ACTION



MARKETING AND SALES

How strong is our sales team?

Have they scope for offering discounts to buyers/consumers?

Have we a strong quotation pipeline?

What is our reputation for sales and service?

Have we strong advertising and promotion channels and can we measure response rates?

Have we good sales collateral and technical literature?

(Add your own questions on BMAP universal continuation sheets)

**VALUE CHAIN ANALYSIS
PRIMARY ACTIVITIES**

ANALYSIS / ACTION



SERVICE

Are our service personnel fully trained and accredited?

Have we adequate spares?

How quickly can spares be sourced and delivered?

Have we service agreements with key customers?

Have we a customer satisfaction measurement system?

What is our reputation for support?

(Add your own questions on BMAP universal continuation sheets)

**VALUE CHAIN ANALYSIS
SECONDARY ACTIVITIES**

ANALYSIS / ACTION



INFRASTRUCTURE

Have we good management information systems?

How strong is our management/ leadership?

How strong is our Board of Directors?

HUMAN RESOURCES

Have we an employee handbook?

Have we complaints/disciplinary procedures?

Are our compensation and benefits packages in line with industry norms?

Is our recruiting policy working well?

Is our in-house training sufficient to meet customer demands?

Are we managing staff to maximise customer interface i.e. dealing with customers?

(Add your own questions on BMAP universal continuation sheets)

**VALUE CHAIN ANALYSIS
PRIMARY ACTIVITIES**

ANALYSIS / ACTION



TECHNOLOGY

How adequate is our R&D function?

How adequate is our accounts/order processing system?

Have we an online purchasing system?

Have we a unique technological process that requires patent protection?

Have all staff sufficient information technology to perform efficiently?

PROCUREMENT

Have we a good budgeting and approval system for the purchase of major equipment?

Have we a good system for sourcing alternatives?

Are our raw materials subject to large price/availability swings?

How functional is our quality control on incoming goods?

(Add your own questions on BMAP universal continuation sheets)

**FIVE FORCES ANALYSIS
INDUSTRY COMPETITIVENESS**

ANALYSIS / ACTION



THE INDUSTRY

What is the growth rate in this market?

Are there any fixed costs?

Are there times of oversupply /
overcapacity?

Is the market seasonal?

How diverse are the competitors?

How important are economies of scale?

How high are the exit barriers?

MARKETING

How important is brand identity?

What are the growth brands?

Are there proprietary product/service
differences?

How mature is the market?

Is customer loyalty important?

REGULATION

Are there any regulatory requirements?

Are there any IP restrictions?

*(Add your own questions on BMAP
universal continuation sheets)*

**FIVE FORCES ANALYSIS
THREAT OF NEW ENTRANTS**

ANALYSIS / ACTION



COST AND TIME TO ENTER MARKET

Absolute cost advantages

Is there a long proprietary learning curve?

Is there access to necessary raw materials?

Do we have proprietary low-cost product/
service design?

How expensive would switching costs be?

How important are economies of scale?

How quickly can they be realised?

MARKETING

How important is brand identity?

Are there proprietary product/service
differences?

How easy is the access to distribution?

Can you expect retaliation?

REGULATION

Are there any regulatory requirements?

Are there any IP restrictions?

*(Add your own questions on BMAP
universal continuation sheets)*

**FIVE FORCES ANALYSIS
THREAT OF SUBSTITUTION**

ANALYSIS / ACTION



COST AND TIME TO ENTER MARKET

Are there any costs associated with the use of alternatives

Is there a switching inertia

Is there a performance or quality trade off in switching

What is the propensity of buyers to go for substitutes

MARKETING

How important is brand identity to protect against substitution?

Are there features that are hard to match/ copy?

Are there alternative distribution channels?

REGULATION

Any regulatory or trade advantages of not switching?

Are there any IP restrictions?

(Add your own questions on BMAP universal continuation sheets)

**FIVE FORCES ANALYSIS
BARGAINING POWER OF SUPPLIERS**

ANALYSIS / ACTION



COST AND TIME TO ENTER MARKET

How expensive is it to switch suppliers?

How important is volume to suppliers?

How are costs relative to other purchases in the industry?

Impact of costs on suppliers' suppliers?

SUBSTITUTION

Are there substitute suppliers or services?

Are there switching costs for suppliers to go to other customers?

MARKETING

What size is the existing supplier market?

Is there room for more suppliers?

Are suppliers concentrated in any area?

Is there a cost advantage?

Is there a feature advantage?

REGULATION

Are there any regulatory requirements?

Are there any IP restrictions?

(Add your own questions on BMAP universal continuation sheets)

**FIVE FORCES ANALYSIS
BARGAINING POWER OF BUYERS**

ANALYSIS / ACTION



BARGAINING LEVERAGE

How informed are buyers?

Can buyers readily find alternatives?

How big is the market?

How integrated is the market?

How regulated is the market?

How important are economies of scale,
volume discounts?

Is the market location sensitive?

PRICE SENSITIVITY

Is the market price sensitive?

Are there proprietary product/service
differences?

Does brand identity carry a premium?

Can buyers/decision makers be
incentivised?

REGULATION

Are there any regulatory requirements?

Are there any IP restrictions?

*(Add your own questions on BMAP
universal continuation sheets)*

SOCIAL MEDIA ADVERTISING

ANALYSIS / ACTION



Have we reviewed all the social media platforms – Facebook, YouTube, Twitter, LinkedIn, Instagram

Would display/banner ads work?

Would Google's Content Network be cost efficient?

Have we looked at sponsored posts on each platform?

Would Facebook targeted ads reach our core customers economically?

Can we target specific communities?

Are there any LinkedIn groups we should be part of?

Have we highly shareable, compelling content?

Have we tried directly approaching site owners?

What platforms are our customers using?

Can we advertise on a platform where we don't have a page?
(Add links to our website)

How important is this channel?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Add your own questions on BMAP universal continuation sheets)

SEARCH ENGINE MARKETING

ANALYSIS / ACTION



Have we trialed Google AdWords?

Have we trialed Bing Ads?

Have we easy-to-use, intuitive landing pages with clear purchasing options?

Are we monitoring click through rates (CTR), cost per click (CPC) and cost per acquisition (CPA)?

Have we investigated long-tailed/short-tailed keywords?

Are we producing high-quality ads (higher scores on Google)?

Are we up-to-date on current SEO practices?

How important is this channel?

(Add your own questions on BMAP universal continuation sheets)

1 2 3 4 5 6 7 8 9 10

SEARCH ENGINE OPTIMIZATION

ANALYSIS / ACTION



What is our strategy for getting more people to our website?

Have we considered using an SEO consultant?

Have we good content – does it make sense based on what we sell?

Have we found search terms with high search volumes?

Do relevant people know about our content so they can repost/retweet it?

Have we compared fat-head vs long-tail strategies?

Have we investigated reciprocal links with others?

How important is this channel?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Add your own questions on BMAP universal continuation sheets)

EMAIL MARKETING

ANALYSIS / ACTION



Are we building email lists through our other marketing efforts?

Are we personalising emails where possible?

Are we compliant with EU General Data Protection Regulations (GDPR)

Are we asking for an email address at every opportunity?

Are we using email addresses to access premium content/videos/free trials?

Is Mail Chimp viable option?

Are we incentivising customers to refer?

Are we using emails as reminders, retaining customers?

Are we tracking email/newsletter performance – clicks, views, opens?

Do we need an integrated marketing platform such as HubSpot?

How important is this channel?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Add your own questions on BMAP universal continuation sheets)

VIRAL MARKETING

ANALYSIS / ACTION



Are we encouraging customers to refer other customers?

Have we interesting/humorous content worth sharing?

Have we created buttons/hyperlinks to encourage sharing?

Would joint ventures be a good strategy?

Are we generating a constant stream of new customers to 'seed' new viral loops?

How effective is word of mouth – do we trust the opinions of colleagues and peers?

Can our content be shared across a range of social media platforms?

How important is this channel?

1 2 3 4 5 6 7 8 9 10

(Add your own questions on BMAP universal continuation sheets)



BLOGS

ANALYSIS / ACTION

Have we considered starting our own company blog?

Who are the key opinion leaders with blogs that relate to our product/service?

Can we target niche blogs for guest posts or getting them to review our product?

Can we sponsor smaller blogs?

Have we searched various platforms for influencers who may have blogs?

Have we identified any link sharing communities?

Can we offer something unique to the best targets?

How important is this channel?

1 2 3 4 5 6 7 8 9 10

(Add your own questions on BMAP universal continuation sheets)

EXISTING PLATFORMS

ANALYSIS / ACTION



Where does our audience hang out online?

Have we investigated the best way to advertise on Facebook, Twitter, Amazon, Pinterest, LinkedIn, Instagram, Snapchat, etc?

Which would be the most efficient for our customers?

Can we exploit the App Store/Play Store?

How important is this channel?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Add your own questions on BMAP universal continuation sheets)

COMMUNITY BUILDING

ANALYSIS / ACTION



Have we a strategy for building through forums, events, user groups?

Are there appropriate LinkedIn groups we could exploit?

Is there an evangelist in any of the groups?

Can customers share ideas and uses of our product?

If so, what are the most popular platforms for this?

Should we use Slack (app) to start the conversation?

How important is this channel?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Add your own questions on BMAP universal continuation sheets)



SALES TEAM

ANALYSIS / ACTION

Are we capitalising on our sales team and the information they gather?

How good is our Marketing/Sales collateral – presentations, competitor analyses, demo videos

Does our customer require personal interaction before a purchase?

Do we fully understand the customer buying processes?

Have we weekly cold-calling targets?

Who are the decision makers?

What are the purchase timescales?

Do we offer free trials?

Do we have introductory offers?

Have we reference customers to validate our product/service?

Have we channel partners and how good are they at selling our product/service?

How important is this channel?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Add your own questions on BMAP universal continuation sheets)

TV/RADIO /PRINT ADVERTISING

ANALYSIS / ACTION



How effective are traditional print media ads and fliers for our business?

Do we know the audience prospectuses and rate cards?

Have we asked target customers what publications they read?

Have we asked target customers what radio stations they listen too?

Would outdoor ads be cost effective?

Would local Radio/TV ads be cost effective?

Would Infomercials or advertorials be effective?

How important is this channel?

1 2 3 4 5 6 7 8 9 10

(Add your own questions on BMAP universal continuation sheets)

RADICAL PUBLIC RELATIONS

ANALYSIS / ACTION



How could we organise some publicity events or activity that attracts attention? (think of Richard Branson)?

Can we do something big, cheap, fun, original?

Can we organise free gifts for early adopters (e.g. tee-shirts)?

Could we hold an outlandish press conference?

Could we hold a contest – promoted through local media?

Could we hold a contest – promoted through social media?

How important is this channel?

1 2 3 4 5 6 7 8 9 10

(Add your own questions on BMAP universal continuation sheets)



AFFILIATE PROGRAMS

ANALYSIS / ACTION

Could we find affiliate businesses with large email lists that would promote our product/service?

Could we use local coupon/deal sites?

Could we use bloggers/influencers to promote our product/service for a fee?

Have we looked at loyalty programmes?

Can we source paid-for lead generation?

How valuable is each customer lead?

How much would we be willing to pay?

Can we get existing customers to promote/endorse our product/service?

How important is this channel?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Add your own questions on BMAP universal continuation sheets)

CONFERENCES AND EVENTS

ANALYSIS / ACTION



Are there any large or small conferences we should have a presence at?

Could we launch our product/service at a conference?

Could we set up a small conference or exhibition and take it on tour?

Could we sponsor a local event and get to speak at it?

How difficult would it be to live stream our event?

How important is this channel?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Add your own questions on BMAP universal continuation sheets)

INTERRELATIONSHIPS

ANALYSIS / ACTION



Have we explored strategic relationships, alliances and partners?

Do we need to nurture partners to reach customers?

Would joint ventures be a good strategy?

Would licencing be a good strategy?

Could we negotiate distribution deals with other businesses?

Could we negotiate supply partnerships?

What partners could benefit from a deal – present a value-focussed proposition?

Do we have a pipeline of potential partners?

How important is this channel?

1 2 3 4 5 6 7 8 9 10

(Add your own questions on BMAP universal continuation sheets)

SPEAKING ENGAGEMENTS

ANALYSIS / ACTION



Have we looked at speaking at various business events?

Could we speak at local chamber of commerce lunches?

Could we speak at Rotary or Lions Club meetings?

Do we have a story to tell?

Can we record our speeches and put them online?

Are we thought leaders in our area?

How important is this channel?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Add your own questions on BMAP universal continuation sheets)

**ENGINEERING INNOVATION
AS MARKETING**

ANALYSIS / ACTION



Can we offer free tools as a promotion – have we a widget/free app?

Can we create micro versions of our product/ service with links to the main product/ service?

Have we looked internally for site and tool ideas?

How important is this channel?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

(Add your own questions on BMAP universal continuation sheets)