

**MARKETING DECISION MAKING**  
**GUIDE TO MARKETING DECISIONS & INFORMATION NEEDED TO MAKE THESE DECISIONS**

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Decisions Required	Example of Information Needed
<b>PRODUCT</b> - <b>What products</b> should we supply? (Features/functions/safety/reliability/ delivery/ service/ care/ niche market...) - How can we get a <b>competitive advantage?</b>	Customer needs/desires for features/functions/safety reliability/ delivery/ service/ care...
	Availability of Supply to the client ie: products available that we could sell?
	Market size, how this might change & stage in its lifecycle. Retrofit, new, technology, growth?
	Customers (Who are they, what do they buy – make a matrix by product group)
	Rivals (Who, what do they offer and product price, terms and promotion, place?) Trade shows, magazines and marketing...
<b>PRICE</b> - <b>What price</b> should we charge? - <b>What terms</b> should we offer? (credit...)	Price and terms customers pay for generic product
	Price and terms customers will 'withstand'
	Target ROI, margin and terms
	Terms and conditions suppliers are prepared to offer and require.
	Actual (total) cost
<b>PLACE</b> - <b>Where</b> should we sell? (Geographic, partners, internet....)	Where does <b>customer believe</b> we need to be to buy?
	Does a <b>market exist</b> in our chosen location?(develop business case)
	Can we provide our product ( <b>without compromise</b> ) in the location
	Regional <b>loyalty</b> (What is it, what do they require to satisfy it?)

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<p><b>PROMOTION</b></p> <ul style="list-style-type: none"> <li>- How do we communicate our value? (Sales Approach, Sales Tools, Advert, Visual ID, behavior....)</li> <li>- <b>What messages</b> do we seek to communicate? (product, price and place)</li> </ul>	How does <b>customer prefer</b> to be marketed to?
	What is the list of value propositions sought by clients, ideally in order of value
	What is our promotional <b>budget?</b>
	What are the options available to communicate our value and what is their <b>business case?</b>