

Marketing planning

Team:

Strenghts

What are your competitive advantages in the market you're inserted?
What are your unique resources?
What are factors that would "guarantee the sale" of your product?

Weaknesses

What are your disadvantages against your competitors?
What can you still improve in your current offering?
What are factors that could cause you to "lose the sale"?

Opportunities

What are your chances to improve?
What other good opportunities can you spot?
Pro tip: Think partnerships, new channel access, operational models, etc.

Threats

What are some external factors that could break your business?
What obstacles do you see in your way?
What are your competitors doing?
Pro tip: Think regulations, politics, technology, etc.

Positioning statement

If you need to explain your solution, its value proposition, its benefits and its goal in one sentence...
Pro tip: if you have more than one customer segment, these are likely to be different.

Audience

For...

Description

Our solution is...

Benefit

Which provides...

Proof

Because...

Payoff

So that...

Company values

What are the values you're adhering to by providing this solution to your customers?
Pro tip: think of how this aligns with ROCHE

Brand definition

If your brand was a person, how would they:
• Behave (channels and actions)
• Speak (tone of voice with customers)
• Appear (what are your communication channels)

Key messages

If you need to convey a limited amount of messages to your customers, which ones would they be?