



Market-Ing

STRATEGIC EVALUATION CONTENTS

- ***Company Analysis.***
 - Company history.
 - Business strategy.

- ***Business Efficiency.***
 - Company commercial evaluation.
 - Corporate Strategy Efficiency.
 - Marketing Efficiency.
 - Sales Efficiency.

- ***Corporate Strategy Efficiency.***
 - Financial results.
 - Profit trends.
 - Organization structure.
 - Product portfolio.
 - Product competitiveness.
 - Strategic products.

- ***Marketing Efficiency.***
 - Market analysis.
 - Market share.
 - Target market definition.
 - Competitive analysis.

- ***Sales Efficiency.***
 - Sales process.
 - Sales force.
 - Sales volume.
 - Sales revenues.
 - Profitability.
 - New customer generation.
 - Sales by sector and revenue level.

- ***Competitiveness Factors.***
 - Strengths and weaknesses.
 - SWOT analysis.
 - Sales force effectiveness.
 - Customer retention.
 - Service quality.
 - Market penetration.
 - Purchasing process effectiveness.
 - Corporate productivity.
 - Plant productivity.