

Export Catalyst

The 7 P's Checklist

Product	<u>What Customers/Partners Really Value</u>
<ul style="list-style-type: none">- Delivered Benefits	
<ul style="list-style-type: none">- Ability to Vary	<u>Our Strengths in Relation to What They Value</u>
<ul style="list-style-type: none">- Availability	
<ul style="list-style-type: none">- Support	
<ul style="list-style-type: none">- Customer service	<u>Competitor Strengths and Weaknesses in Relation to What They Value</u>
<ul style="list-style-type: none">- Delivery channels Inc. Online	
<ul style="list-style-type: none">- Warranties	<u>Our Opportunities for Competitive Edge</u>
	<u>Development Actions</u>

Promotion	<u>What Customers/Partners Really Value</u>
– Branding	<u>Our Strengths in Relation to What They Value</u>
– Positioning	
– Website	
– Social media	<u>Competitor Strengths and Weaknesses in Relation to What They Value</u>
– Presentation	
– Other Marketing Communications	
– Personal Communications	<u>Our Opportunities for Competitive Edge</u>
– Public Relations	
	<u>Development Actions</u>

Price	<u>What Customers/Partners Really Value</u>
<ul style="list-style-type: none">– Positioning– Discounts– Credit– List– Payment Methods– Free Value-Added Extras	<p data-bbox="656 403 1350 443"><u>Our Strengths in Relation to What They Value</u></p> <p data-bbox="656 619 1731 659"><u>Competitor Strengths and Weaknesses in Relation to What They Value</u></p> <p data-bbox="656 826 1261 866"><u>Our Opportunities for Competitive Edge</u></p> <p data-bbox="656 1034 992 1074"><u>Development Actions</u></p>

Place	<u>What Customers/Partners Really Value</u>
<ul style="list-style-type: none">– Channel Type– Channel Segment– Channel Location– Sales & Support Communication	<p data-bbox="656 408 1350 443"><u>Our Strengths in Relation to What They Value</u></p> <p data-bbox="656 619 1731 654"><u>Competitor Strengths and Weaknesses in Relation to What They Value</u></p> <p data-bbox="656 829 1267 865"><u>Our Opportunities for Competitive Edge</u></p> <p data-bbox="656 1040 987 1075"><u>Development Actions</u></p>

People	<u>What Customers/Partners Really Value</u>
<ul style="list-style-type: none">– Technical Expertise (Sales People)– Technical Expertise (Tech Staff)– Interpersonal Communication Inc. Language & Culture– Business Culture	<p data-bbox="656 406 1350 438"><u>Our Strengths in Relation to What They Value</u></p> <p data-bbox="656 619 1731 651"><u>Competitor Strengths and Weaknesses in Relation to What They Value</u></p> <p data-bbox="656 831 1267 863"><u>Our Opportunities for Competitive Edge</u></p> <p data-bbox="656 1043 987 1075"><u>Development Actions</u></p>

Process	<u>What Customers/Partners Really Value</u>
<ul style="list-style-type: none">– Customer Focus– Business Lead– IT Supported– Research & Development	<p data-bbox="656 406 1350 438"><u>Our Strengths in Relation to What They Value</u></p> <p data-bbox="656 619 1731 651"><u>Competitor Strengths and Weaknesses in Relation to What They Value</u></p> <p data-bbox="656 831 1265 863"><u>Our Opportunities for Competitive Edge</u></p> <p data-bbox="656 1043 987 1075"><u>Development Actions</u></p>

Physical Evidence	<u>What Customers/Partners Really Value</u>
<ul style="list-style-type: none">- Process Support- Instructions- Labels- Training Support- Packaging- Online Experience	<p data-bbox="654 403 1350 443"><u>Our Strengths in Relation to What They Value</u></p> <p data-bbox="654 619 1731 659"><u>Competitor Strengths and Weaknesses in Relation to What They Value</u></p> <p data-bbox="654 826 1267 866"><u>Our Opportunities for Competitive Edge</u></p> <p data-bbox="654 1034 987 1074"><u>Development Actions</u></p>