

The “Six Ps” Worksheet: Product, Price, Place, People, Packaging, & Promotion

1. Products and/or Services

- What’s your current mix of products and services?
- Is offering this mix profitable and satisfying?
- Does it help you stand out in the marketplace?
- Is it a good match for what your current and potential customers want and need?
- Is your market changing now or in the near future? Do you need to adjust?
- Is there anything that you should add or subtract to the mix to increase profitability and your own satisfaction?

2. Price

- Are you covering all of your fixed and variable costs? (Is your business sustainable?)
- How do your prices compare to comparable products and services?
- Is there any room for you to adjust your prices?

3. Place (Distribution)

- Are you currently selling direct to consumers, selling wholesale, and/or selling to institutions?
- Is each channel profitable and satisfying?
- Are you considering adding or subtracting any of these?
- Are there any ways you can do more in any of the channels?
- Are there additional outlets in each channel you want to add?
- Are there any new opportunities you want to consider?

4. People

- Staff
 - Do your staff understand all of your products and services? Can they share that understanding with your customers?
 - Are your staff trained to provide great customer service?
 - Are your staff a good reflection of your brand?
- Customers
 - Do you know who your most loyal customers are?
 - Do you understand what your customers care about and what motivates them?
 - Are you meeting your customers' needs?
 - Are your customers aware of your brand?
- Peers/Competitors
 - Do you know who your peers/competitors are?
 - Do you understand how you're similar and different to them? How can you convey that to your customers?
 - Do you have a good working relationship with them?
 - Are there any opportunities for collaboration?

5. Packaging and Presentation

- Do you have attractive and professional-looking presentations? Are you incorporating any innovations or surprises?
- Are there any new ways that you could display or package your products or services that will help you differentiate your products and possibly charge a higher price? For example, if everyone else is packaging their products in a tin, can you use glass instead?
- Are you using signage and displays to generate interest in and knowledge of your products or services?
- Do all of your packaging, presentations, signage and displays use a consistent and appealing brand image?

6. Promotion

- How are you currently promoting and communicating about your products and services?
- Are these the most effective ways to reach your current and potential customers?
- What are the key messages you want customers to know about your business, products and services?
- Are you using effective words and images to convey your messages?
- Are there any other people or businesses that would be effective spokespeople for your business (e.g. customers, chefs, children, experts, other business owners)?
- Are you consistently conveying your key messages?