



Discovering your Market Mix

1. Score the statements

Read each statement attentively and give it a score on a scale from 0 to 10 to evaluate how it correspond to your priorities:

- 0 – The statement does not at all correspond with my priorities
- 10 – The statement fully correspond to my priorities

Don't give the maximum score to each statement. Try to evaluate really how it corresponds to your priorities.

N°	STATEMENT	Score
1	I will invest a lot of time and efforts in developing my product/service and make a real difference for the community	
2	I will involve my customers/users in the design and in the evaluation of my service/product	
3	The level of price I will offer will take into account the competitors' price and the capacities of customers/users	
4	I will develop an attractive website in order to combine advertising, public relations and price promotion	
5	I will succeed because my product/service is very innovative	
6	I will calculate with great care the cost/price of my product/service	
7	There will be a very short time between the request of the customers and the delivery of my product/service	
8	I will propose very interesting terms of payment to attract customers/users	
9	I will invest a lot of time and effort in promoting my product/service	
10	My product/service will be very competitive in term of cost/price	
11	I will attend public events (fairs, conferences, meetings) to make my product/service better known by customers/users	
12	My profit-margin will be established with great care	
13	I will develop public relations in order to gain credibility for my product/service	
14	Being close to my customers/users, I will be able to understand their needs and expectations well	
15	My product/service will be very competitive in term of quality	
16	I will advertise in order to give to my project/business a great image	
17	My product/service will be delivered in due time with minimal transport costs	
18	My product/service will be attractive to the customers/users	
19	I will locate my project/business in a place close to my target customers/users	
20	I will take great care in adapting my product/service to the needs of customers/users	

2. Results

Copy the score you have given to each statement in the tables below and calculate the total and the average (total/5) for each table.

Category A	
N°	Score
1	
5	
15	
18	
20	
TOTAL	
Average	

Category B	
N°	Score
3	
6	
8	
10	
12	
TOTAL	
Average	

Category C	
N°	Score
4	
9	
11	
13	
16	
TOTAL	
Average	

Category D	
N°	Score
2	
7	
14	
17	
19	
TOTAL	
Average	

3. Visualize your mix

Report the average of each category on the diagram below:

- Category 1 = Product
- Category 2 = Price
- Category 3 = Promotion
- Category 4 = Place

What kind of mix do you obtain? Is it corresponding to your needs? Should you "mix" the four categories in another way?