OVERVIEW **– must be completed by all entrants**.

Please complete this section on the Strategy and Planning Entry.

STRATEGY AND PLANNING (Compulsory for all entrants)



Sponsored by Strettons

Please complete this section on the Strategy and Planning Entry.

MARKETING 
Sponsored by Legend

*Recognition of an outstanding example of a marketing project and its performance.*

Question 1: Describe who your customers are and how you manage this relationship.

Question 2: Describe the methods you use to build on existing or potential relationships.

Question 3: Explain how you measure your customer satisfaction, whether you collect customer feedback and if so, what do you do with customer feedback.

Question 4: Describe how you might use customer and market information in decision-making and planning and use an example of how you have benefited from using this information.

Question 5: Explain your marketing planning and how you ensure effectiveness and relevance in relation to your customers.