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

Please complete this section on the Strategy and Planning Entry.

STRATEGY AND PLANNING (Compulsory for all entrants)



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Please complete this section on the Strategy and Planning Entry.

MARKETING Legend Logo 200  
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*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.