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COMMUNICATIONS BRIEF - STRATEGIC OVERVIEW

CLIENT

CONTACT

PROJECT

BRIEF DATE

JOB NUMBER

Environmental analysis

INDUSTRY TRENDS

What are the big issues such as innovations, technology, new distribution channels and policy changes that impact your industry sector now and into the future?

Internal audit

SWOT

What are your strengths and opposing weaknesses?

Can you identify market opportunities and are there any threats to your plans if you act?

Competitor analysis

SUBSTANTIAL GAPS IN THE MARKET

What are your competitor's positions in the market and what are they communicating to your potential customers?

Can we identify any gaps in the market which your competitors are not already exploiting?

Customer analysis

WANTS AND NEEDS

Do we know what your customers perceptions are of your company, its products and services?

Are we meeting our obligations to them? How?