

[S] O S T A C

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Situational Analysis (where are we now?)



Marketing Planning Template

This SOSTAC template has been designed by;
Multimedia Marketing.com

To give you an insight into this powerful marketing planning tool,
which can then be used and easily adapted to your business.

So remember, Sostac stands for:

[S]ituation Analysis (where are we now?)

[O]bjectives (where do we want to go?)

[S]trategy (how do we get there?)

[T]actics (the details of your strategy)

[A]ction (the daily and weekly activities)

[C]ontrol (what you need to watch and when)

1. Situation Analysis

Situational Analysis looks at the company from an internal (SWOT) and external (PEST) point of view to give you an overall picture of your company's strengths, weaknesses, opportunities and threats, and from this enables you to write a successful marketing plan. To do this you have to answer the following question.

Where are we now?

[Analyze **your** Current Business Situation]

Factors you need to analyse:

1. Your Performance -

- Sales
- Market Share
- Product & Customer Portfolio,
- ROI

2. Your Advantage

- Why do you win business?
- Why do you lose business?
- What are your Strengths and Weaknesses?
- What is your Distinctive Competitive Advantage?

3. Your Customers

- Who is your ideal customer?
- What is their life time value?
- What are their needs and wants?
- Who are your existing customers?
- Are they loyal?
- Are they happy?
- How do they see you?

4. Your Competitors

- Who are they?
- How do they compete & how have they performed?

5. Your Market

- What are the opportunities and threats?
- What changes do you need to make to get even better?

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What are your Strengths and Weaknesses?

Relative to competition, are any of these a strength or a weakness?

Marketing Mix	Strength	Weakness	Action Required?
Product (quality levels, lowest cost producer, portfolio/range, patents, packaging, differentiation)			
Price (appropriate price for target markets - expensive or cheap; price/quality; attack or defend)			
Place (distribution penetration/widely available or difficult to get? Have we got good locations? Have we got distribution for our key entry target segments?)			
Promotion (are we particularly good/bad at promoting our product? Do we have a strong or weak brand)? Have we integrated our promotion into the rest of the Marketing Mix?)			
Service (do we deliver quality and personal service)? Have we got service pre-deal, during deal, and post-deal?			
People (have we got the right level of skills (eg pre-sales specification, post-sales technical support ? Are customer-facing staff friendly? Do all our key people and managers spend time on the "counter" learning about our customers? Do we retain or lose staff)?			
Processes (have we got efficient front office and back office systems and processes)? Do these systems say "we care"?			
Physicals (do our premises, cars, uniforms and corporate signature look good? Do they help or hinder?)			

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Your Competitors – Who are they?

List your main competitors:	How do they compete against you?
1	
2	
3	
4	
5	
6	

How do you compete against them?

1	
2	
3	

Do you play to your strengths (in particular, your Distinctive Competitive advantage (identified earlier)?

How to Defend Against Competition

Long lasting customer relationships can help to defend against competitors. How can you continually improve these relationships?
