



**City of Joondaup – Business Edge breakfast
Individual worksheet**

Which out of the 5 P's do you need to look closer at? And in which way?

Price: _____

Product: _____

Packaging: _____

Placement: _____

Promotion: _____

What do you want to achieve with your marketing?

☐ More clients? How many each week/day?

☐ More money? How much more does each customer need to spend? What can you put your prices up with?

☐ Launch a new service or product?

Something else: _____

So what extra marketing ideas are you going to do daily to achieve your goals?

What budget are you going to allocate? _____

Any other thoughts from this session?

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