



Lamphills' Checklist to Assessing the Suitability of Undifferentiated Marketing

The checklist below will help you determine whether or not undifferentiated marketing is suitable for our business:

- Market Homogeneity:** Use the questions below to determine your market homogeneity. Does your product or service meet universal needs? Are consumer preferences relatively uniform? Is there minimal differentiation among competitors' products?
- Product Type:** Is your product a basic commodity or an everyday essential? Does it have broad appeal across different demographic groups?
- Market Competition:** Is the market competition low or moderate? Are there few competitors with highly differentiated products?
- Marketing Goals:** Are your primary goals brand awareness and market penetration? Do you aim to achieve economies of scale?
- Resource Availability:** Do you have the resources for mass production and distribution? Can you sustain a broad marketing campaign without targeting specific segments?
- Market Conditions:** Is the market relatively stable without rapid changes in consumer preferences? Are there opportunities for mass communication (e.g., traditional media, digital platforms)?
- Historical Success:** Have similar products or companies succeeded with undifferentiated marketing in your industry?
- Marketing Channels:** Do you have access to broad-reaching marketing channels (e.g., TV, radio, social media)?