

Checklist For Conducting A Situation Analysis

A situation analysis in a marketing plan helps assess internal and external factors affecting a business. Here's a complete checklist to ensure a thorough analysis:

1. Define Objectives

- ☐ Clearly outline the purpose of the situation analysis
- ☐ Identify key business goals and marketing objectives

2. Industry Analysis (Macro Environment)

- ☐ Analyze market trends and industry growth
- ☐ Evaluate economic, social, technological, and political factors (PESTLE Analysis)
- ☐ Assess competitor landscape and market positioning

3. Customer Analysis

- ☐ Identify target market segments (demographics, psychographics, behavior)
- ☐ Analyze customer needs, pain points, and purchasing behavior
- ☐ Assess brand perception and customer satisfaction

4. Competitor Analysis

- ☐ Identify key competitors and their market share
- ☐ Analyze competitors' strengths, weaknesses, opportunities, and threats (SWOT)
- ☐ Evaluate competitors' marketing strategies (pricing, promotions, distribution)

5. Internal Analysis (Micro Environment)

- ☐ Assess company strengths and weaknesses (SWOT Analysis)
- ☐ Review financial performance (sales, revenue, profit margins)
- ☐ Evaluate brand reputation and customer loyalty

6. Product/Service Analysis

- ☐ Review product/service features and benefits
- ☐ Compare pricing strategy with competitors
- ☐ Assess product lifecycle stage

7. Distribution & Supply Chain Analysis

- ☐ Evaluate current distribution channels and effectiveness
- ☐ Identify potential supply chain risks and opportunities

8. Marketing Mix (4Ps Analysis)

- ☐ **Product:** Features, quality, branding, positioning
- ☐ **Price:** Pricing model, discounts, market comparison
- ☐ **Place:** Distribution channels, availability, accessibility
- ☐ **Promotion:** Advertising, PR, digital marketing, sales strategies

9. Digital & Technological Analysis

- ☐ Review website, SEO, social media presence
- ☐ Analyze digital advertising and content marketing effectiveness
- ☐ Assess technological trends impacting the business

10. SWOT Analysis

- ☐ Identify internal **Strengths** and **Weaknesses**
- ☐ Identify external **Opportunities** and **Threats**
- ☐ Develop strategies to leverage strengths and address weaknesses

11. Legal & Regulatory Considerations

- ☐ Ensure compliance with industry regulations and laws
- ☐ Assess potential risks related to legal issues

12. Summarize Key Findings & Insights

- ☐ Compile all research into a clear summary
- ☐ Identify critical success factors and areas for improvement
- ☐ Set the foundation for strategic marketing planning