

Marketing effectiveness

Section 1: Customer philosophy

A. Does management recognise the importance of designing the company to serve the needs and wants of the chosen market?

0	Management primarily thinks in terms of selling current and new products to whoever will buy them
1	Management primarily thinks in terms of serving a wide range of markets and needs with equal effectiveness.
2	Management primarily thinks in terms of serving the needs and want of well-defined markets and market segments chosen for their long-run growth and profit potential for the company

B. Does management develop different offering and marketing plans for different segments of market?

0	No
1	Somewhat
2	To large extent

C. Does management take a whole marketing system view (suppliers, channels, competitors, customer, environment) in planning its business?

0	No. Management concentrate on selling and servicing its immediate customer
1	Somewhat. Management takes a long view of its channels although the bulk of its effort goes to selling and servicing the immediate customers
2	Yes. Management takes a whole marketing system view, recognising the threats and opportunities created for the company by changes in any part of the system

Section 2: Integrated marketing organisation

D. Is there high-levels marketing integration and control of the major marketing functions

0	No. Sales and other marketing functions are not integrated at the top and there is some unproductive conflict
1	Somewhat. There is formal integration and control of the major marketing function but less than satisfactory coordination and cooperation
2	Yes. major marketing functions are effectively integrated.

E. Does marketing management work well with management in research, manufacturing, purchasing, logistics and finance?

0	No. There are complaints that marketing is unreasonable in the demand and costs it places on other departments.
1	Somewhat. The relationship are amicable although each department pretty much acts to serve its own interest
2	Yes. The department corporate effectively and resolve issues in the best interest of the company as a whole

F. How well organised is the new product development process?

0	The system is ill-defined and poorly handled
1	The system formally exists but lack sophistication
2	The system is well structured and operates on teamwork principle.

Section 3: Adequate marketing information

G. When were the latest marketing research studies of customers, buying influences, channels and competitors conducted?

0	Several years ago
1	A few years ago
2	Recently

H. How well does management know the sales potential and profitability of different market segments, customers, territories, products, channels, and order sizes?

0	Not at all
1	Somewhat
2	Very well

I. What effort is expended to measure and improve the cost effectiveness of different marketing expenditures?

0	Little or no effort
1	Some effort
2	Substantial effort

Section 4: Strategic orientation

J. What is the extent of formal marketing planning?

0	Management conducts little or no formal marketing plan
1	Management develops an annual marketing plan
2	Management develops a detailed annual marketing plan and strategic long range plan that is updated annually

K. How impressive is the current marketing strategy

0	The current strategy is not clear
1	The current strategy is clear and represent a continuation of traditional strategy
2	The current strategy is clear, innovate, data based, and well reasoned

L. What is the extent of contingency thinking and planning?

0	Management does little or no contingency thinking
1	Management does some contingency thinking but little formal contingency planning

2	Management formally identified the most important contingencies and developed contingency plans.
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Section 5: Operational efficiency

M. How well is the marketing strategy communicated and implemented?

0	Poorly
1	Fairly
2	Successful

N. Is management doing an effective job with its marketing resources?

0	No. The marketing resources are inadequate for the job to be done
1	Somewhat. The marketing resources are adequate but they are not employed optimally
2	Yes. The marketing resources are adequate and are employed efficiently

O. Does management show a good capacity to react quickly and effectively to the spot development?

0	No. Sales and marketing information are not very current and management reaction time is slow
1	Somewhat. Management receives fairly up-to-date sales and marketing information; management reaction time varies
2	Yes. Management has installed systems yielding highly current information and fast reaction time.

Section 6: Total score

The instrument is used in the following way. The appropriate answer is checked for each question. The scores are added -- the total will be somewhere between 0 and 30. The following scale shows the level of marketing effectiveness.

0-5	None
6-10	Poor
11-15	Fair
16-20	Good
21-25	Very good
26-30	Superior