

 **The “Six Ps” Worksheet:
Product, Price, Place, People, Packaging, & Promotion**

1. **Products and/or Services**
* What’s your current mix of products and services?
* Is offering this mix profitable and satisfying?
* Does it help you stand out in the marketplace?
* Is it a good match for what your current and potential customers want and need?
* Is your market changing now or in the near future? Do you need to adjust?
* Is there anything that you should add or subtract to the mix to increase profitability and your own satisfaction?
1. **Price**
* Are you covering all of your fixed and variable costs? (Is your business sustainable?)
* How do your prices compare to comparable products and services?
* Is there any room for you to adjust your prices?

1. **Place (Distribution)**
* Are you currently selling direct to consumers, selling wholesale, and/or selling to institutions?
* Is each channel profitable and satisfying?
* Are you considering adding or subtracting any of these?
* Are there any ways you can do more in any of the channels?
* Are there additional outlets in each channel you want to add?
* Are there any new opportunities you want to consider?
1. **People**
* Staff
	+ Do your staff understand all of your products and services? Can they share that understanding with your customers?
	+ Are your staff trained to provide great customer service?
	+ Are your staff a good reflection of your brand?
* Customers
	+ Do you know who your most loyal customers are?
	+ Do you understand what your customers care about and what motivates them?
	+ Are you meeting your customers’ needs?
	+ Are your customers aware of your brand?
* Peers/Competitors
	+ Do you know who your peers/competitors are?
	+ Do you understand how you’re similar and different to them? How can you convey that to your customers?
	+ Do you have a good working relationship with them?
	+ Are there any opportunities for collaboration?
1. **Packaging and Presentation**
* Do you have attractive and professional-looking presentations? Are you incorporating any innovations or surprises?
* Are there any new ways that you could display or package your products or services that will help you differentiate your products and possibly charge a higher price? For example, if everyone else is packaging their products in a tin, can you use glass instead?
* Are you using signage and displays to generate interest in and knowledge of your products or services?
* Do all of your packaging, presentations, signage and displays use a consistent and appealing brand image?
1. **Promotion**
* How are you currently promoting and communicating about your products and services?
* Are these the most effective ways to reach your current and potential customers?
* What are the key messages you want customers to know about your business, products and services?
* Are you using effective words and images to convey your messages?
* Are there any other people or businesses that would be effective spokespeople for your business (e.g. customers, chefs, children, experts, other business owners)?
* Are you consistently conveying your key messages?