

- 1. Who is currently buying your product or service?
- من المشتريين الحاليين للمنتج؟
- 2. What are these people's lives actually like?
- شكل حياتهم ومستواهم الاجتماعي؟
- 3. Why are other people not buying it?
- ايه اسباب عدم الاقبال علي المنتج؟
- 4. Who would be interested in buying it in the future?
- مين هيكون مهتم بشراء منتجي في المستقبل؟
- 5. How many people like this are there?
- كم عدد العملاء المتوقعين في المستقبل؟
- 6. What general trends are affecting these people's lives at the moment?
- ايه العادات والتقاليد المؤثره علي اقبال العملاء علي منتجي الان؟
- 7. Where would people buy your product or service from?
- افضل الاماكن لتوافر منتجي؟
- 8. When, where and how would they use or consume it?
- متي واين وكيف يستخدم العميل منتجي؟
- 9. Why would they buy it? What need are they wanting to satisfy?
- ليه العميل هيشترى منتجي؟ ايه الرغبات اللي العميل محتاج يشبعها بمنتجي؟
- 10. Who is your real competition?
- مين المنافسين الحقيقيين لمنتجي؟
- 11. What image do people have of your brand vs your competitors'?
- ايه الصوره او الانطباع اللي الناس شايفه فيه منتجي عن المنافسين؟
- 12. What would be the ideal image for your brand to have?
- ايه افضل صوره المفروض منتجي يوصلها؟
- 13. What do they think about the different aspects of your product or service (name, packaging, features, advertising, pricing...)?
- رأي الناس واعتقادهم عن اسم ومميزات وسعر واسلوب الدعايه لمنتجي؟
- 14. What improvements could be made to your product or service to meet people's needs even better?
- ايه التطورات الممكن عملها علي منتجي لتلبية احتياجات العملاء؟
- 15. What is the single most important benefit your brand should be seen to be offering - and why would people believe this to be true?
- ايه الميزه الفريده في منتجي اللي المفروض منتجي بيقدمها وليه الناس هتصدق انها حقيقيه؟
- 16. How can you best communicate that benefit to the people you're interested in attracting?
- ازاي هوصل الميزه التنافسيه للعملاء المستهدفين؟
- 17. What is the right price to charge?
- ايه هو السعر المناسب لمنتجي؟

- 18. What other new products or services could your brand offer people?

- ايه المنتجات الجديده اللي أقدر أقدمها للعملاء؟

- 19. So what is your vision for your brand?

- ايه هي رؤيتك لمنتجك في خلال 10 سنوات من الان؟

- 20. And what would be the best roadmap for getting there?

- ايه افضل الخطط والطرق الموصلة لهذه الرؤيه ؟

<http://www.marketingdonut.co.uk/marketing/market-research/questionnaires-surveys-and-focus-groups/top-20-questions-that-research-could-help-you-answer>

marketing plan Check list

1. Marketing mix:

- Product
- price
- place
- promotion

2. Market segmentation

According to:

- age
- sex
- Geographical
- Income...

3. Targeting

- Which segment I will target?
- Size of this segment?
- My strengths?

4. Positioning

What is my unique value proposition that I want to set it in costumers mind?

5. Implementation

6. Control

- Quarter, semester and annual plane control
- Profitability control
- Efficiency control