

Real World Dimension (5Ps)

In trying to truly understand the customer's world (their 'map' of the world) we must consider all of the dimensions of their business - **Planning, Product, People, Promotion & Performance**:-

Planning

- Where are they – and where do they want to be – in their marketplace?
- What are their plans and objectives for the business?
- What key issues will determine their success (or otherwise)?

Product

- What specific products/services do they provide to their market?
- What's different about their products/services?
- What are their key product strengths?

People

- What is their structure in terms of people? Who are their key people/decision makers?
- What differentiating strengths and skills do their people have?
- Who are their key suppliers? How important are those relationships?

Promotion

- How do they promote the business?
- What are the key sources of business for them?
- Who are their key customers? Why do their customers deal with them (or their competitors)?

Performance

- How is the business performing?
- How does that compare with their industry's norms?
- How are they working to improve their performance/return on investment?