



MARKETING BUSINESS PLAN & QUESTIONNAIRE

Presented By

Tapia Advertising Inc.

Advertising & Marketing Consultation and Planning

Tapia Advertising Inc. has designed this Marketing Business Plan and questionnaire to assist you in identifying and understanding who your potential customers are and how to reach them with targeted marketing & advertising. Tapia Advertising is passionate and dedicated to executing the most effective and cost efficient advertising campaigns designed to pin point your target demographic and potential customer base.

Many businesses prepare a detailed business plan before they open their doors, but very few businesses develop an advertising and marketing plan that attracts and maintains a quality customer base.

First and foremost, please be advised that all the information you disclose and share with Tapia Advertising Inc. in this Marketing Plan/questioner is strictly confidential and between Tapia Advertising Inc. and you. This Business marketing questionnaire is completely complimentary with no obligations required. The complete Tapia Advertising marketing consultation is a three step meeting process

We guarantee after our three meetings you will understand and identify who your businesses potential customers are, how to market to them and keep them coming back...

- 1. Initial Tapia Advertising meeting and introduction** = (15 to 20 minutes) Tapia Advertising meets with you to introduce Tapia Advertising and answer any preliminary questions. During the initial meeting you will be asked to complete the Tapia Advertising Business Marketing Plan questionnaire to identify your businesses advertising and marketing needs, a secondary meeting is scheduled (1 week later) to review your Business Marketing Plan/questionnaire.
- 2. Tapia Advertising Marketing Plan Review** = (10 to 15 minutes) Tapia Advertising meets with you to quickly review your business marketing plan (answers). An appointment is set for the third meeting (4 Days later) to review Tapia Advertising analyses and recommendations.
- 3. Tapia Advertising Marketing Report** = (20 to 25 minutes) after reviewing your completed Business Marketing Plan /questionnaire, Tapia Advertising will provide you with a Potential customer profile and a cost effective marketing campaign targeted to key demographics.

The Tapia Advertising Marketing questionnaire is universal to all types of businesses. Some questions may pertain directly to your business and needs, other questions may not. Answer only the questions that you are comfortable with and are pertinent to your business. More is better in this scenario. Elaborate on your answers and treat each question as opened ended. There is plenty of room that allows you to define / explain your response. Please call with any questions that you may have.



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Today's Date: _____

Business Name: _____

Contact Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Business Phone #: _____ Business Toll Free #: _____

Business Web Address: _____ Business Fax #: _____

Business/info email: _____ Contacts email: _____

Contacts Direct Phone #: _____

What is the primary function of your business?

General Business Area?

Years in Business _____ Number of Locations _____ Number of Staff _____

Days Open _____

Times Open _____

Closed Holidays?



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Busiest Time of Day?

Morning % _____ Mid Day % _____ Evening % _____ Night % _____ Overnights % _____ = 100%

Busiest Day of the Week?

Mon % _____ Tue % _____ Wed % _____ Thu % _____ Fri % _____ Sat % _____ Sun % _____ = 100%

Busiest Week of the Month?

1st % _____ 2nd % _____ 3rd % _____ 4th % _____ = 100%

Do Pay Day weekends affect your business volume?

Busiest Month of the Year?

Jan % _____ Feb % _____ Mar % _____ April % _____ May % _____ June % _____

July % _____ Aug % _____ Sept % _____ Oct % _____ Nov % _____ Dec % _____ = 100%

Standard media age categories:

12 to 24 years old

18 to 34 years old

25 to 54 years old

50 plus

What age category matches your customer base?

Primary Customer Age _____ Secondary Customer Age _____

Percentage of Customers = Female % _____ Male % _____ = 100%

Your standard customer income range:

Primary income range _____ to _____ Secondary income range _____ to _____

Average customer purchase Price \$ _____ Average time spent shopping _____



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What type of Credit Cards do you Accept?

Percentage of customer sales?

Walk In % _____ Phone % _____ Internet % _____ Drive up % _____ Delivery % _____ = 100%

Form of customer payments

Debit % _____ Check % _____ Cash % _____ Finance % _____ Credit Card % _____ = 100%

Other _____

Financing Available / What Type?

Do you have a slogan / Branding statement? If yes what is it?

Who is your competition and how do you & your business rank in the market against them?

What is your competitions advantage?

What is your advantage over the competition?



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What are your products or services greatest strengths?

What are your products or services greatest weakness?

What are you currently doing to promote the strengths?

What do you currently do to minimize the weaknesses?

What are your biggest sales / promotional events throughout the year?

- 1

- 2

- 3

- 4

- 5

When people think of your service or industry, is your business the first one they think of?

If not, who is?



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What would the "man on the street" have to say about your business?

Briefly describe the historical development of your business?

If you were starting your business over today, what would you do differently?

Where do you want your business to be in the next five years?

Do you currently have a new and on going employee training program? If yes briefly describe

Do you have employee incentive programs for outstanding performance? If Yes how does it work?

Who answers all your inbound customer service calls now?



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Does your business have a formal or scripted greeting for all phone calls? If yes, list it below?

What will people hear if they call after hours / weekends? Answering message?

Rate your business and employee customer service? (Scale 1 to 10 = 10 is excellent and why?)

What could you do to improve customer service?

What type of advertising are you currently using?

What is the best form of advertising you have used to date?

Why do you think it worked?



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What is the worst form of advertising you have used to date?

Why do you think it did not work?

How do you calculate your month to month advertising Budget?

What other types of advertising do you use to market your business or service?

What are your expectations and goals for any future or current advertising campaigns?

Do you track your current advertising for results? What process do you use?

Do you currently plan and budget your advertising monthly, quarterly or annually?



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Do you receive Co Op, Franchise or product advertising rebates? If yes what are they?

Does your business participate in trade shows or community event booth rental?

Is your business involved in local associations, organizations, or charity involvement?

Have you ever had someone silent shop your business? If yes what were the results?

Please list any additional facts that we did not cover?

List any questions or notes you would like to get answers on at our next meeting:

Thank you for your participation. Please contact Tapia Advertising at (719)233-4553 for an appointment to review your Business Marketing Plan/questionnaire!

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