

Marketing and Promotional Analysis

In addition to the Operational Analysis it may be appropriate to assess marketing performance relative to cost, and avenues to increase potential sales through promotions, thus improving profit margins.

Assessment will include

1. Review of the current marketing plan and policies, and assessment of adherence.
2. Assessment of current and past advertising.
3. Evaluation, measurement and viability of promotions.
4. Competitive strategies and differentiation within the marketplace.
5. Customer feedback through random interviews.
6. Advantages of a S.W.O.T. (Strength, Weaknesses, Opportunity, Threats.) analysis.
7. The Turnover Drivers, and how you perform.
8. Analysis of current merchandising methods and presentation.
9. Utilisation of others to sell your product (Host beneficiaries)
10. Assessment of staff training in telephone sales, suggestive selling and bundling.
11. In-house marketing and cross promotion.
12. Use of testimonials.
13. Assessment of feedback processes and systems.
14. Assessment of quotations and proposals.
15. Assessment of client/customer relationships and management.
16. Assessment of market knowledge, trends and activities.
17. Assess current and future function potential
18. Provide recommendations and processes for desirable improvements.

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