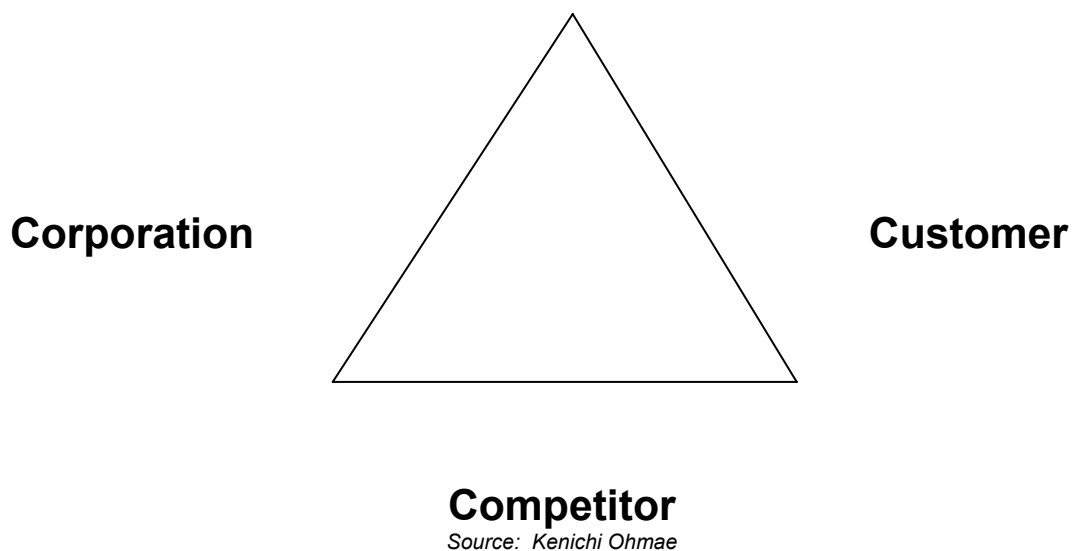




Needs Assessment Worksheet

You'll find it's a considerable amount of work to prepare your company's materials for your Web site and internet marketing. Think of us as your company's consulting and design arm. You supply the raw materials and we assemble them onto graphically pleasing, easy-to-read Web pages that delivers results.

The aim of PCS Marketing Solutions Needs Assessment process is to identify its client's true business problem. PCS Marketing Solutions uses the 3C Model, originally credited to Kenichi Ohmae (former senior partner for McKinsey & Co.) to outline its client's external and internal forces as well as determine critical unknowns.



PCS Marketing Solutions leverages client inputs as well as internal research to help make sound business decisions. This enables both parties to have a complete understanding of the situation and align digital marketing strategies that provide results.

I. Company

What's the background of your company?

What's the history of your company?

What's the most critical function of your company?

What's your company's value proposition?

What's your company's edge?

What's your company's most critical business need?

II. Customer

What are your customer segments?

What are the objectives of each customer segment?

How would you characterize each customer segment's needs, wants, and demands?

Where are your customers, geographically?

Where areas are underserved?

How much is each new customer worth to you?

III. Competition:

Which competitors do people lump you in with when they talk about your industry?

What companies are most closely connected to the most popular conversation topics in your industry?

How would you characterize the power of your company's image in comparison to your competitors?

How do your competitors differentiate in the market?

Where are your competitors going?

Where is the industry going?

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