BREAKOUT GROUP EXERCISE

“6 Ps” Self-Assessment Worksheet for Products, Services, and/or Experiences

This is an excerpt from the full document titled **6 Ps of Marketing Self-Assessment Worksheet for Local and Regional Food Businesses**.

Open the **Sample Client Profiles for Marketing Training Exercises** and choose one sample for this exercise.

Discuss and rate the business for each question on a scale from 1 to 5, with 1 signifying **(Needs improvement)** and **5 (Strong performance)**.

If you don’t know the answer, guess.

Add up your scores for this section.

How do you assess this client’s performance in this area?

Be prepared to report back to the full group.

1. Products, Services, and/or Experiences

Are your offerings aligned with your target customers’ needs and desires?

Question	**Score (1–5)**
Do your offerings satisfy your customers’ emotional motivations, as well as their physical needs?	
Are your offerings high quality and consistent?	
Do you provide the optimal mix or variety for customer satisfaction and profit?	
Do you update your offerings based on customer feedback or seasons?	
Subtotal for Products (out of 20 possible points):	

Notes (strengths, ideas to improve):

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