“6 Ps” of Marketing Self-Assessment Worksheet for Local and Regional Food Businesses

Rate your business for each question on a scale from 1 to 5, with 1 signifying **(Needs improvement)** and **5 (Strong performance)**. Add up your scores for each section. Use the summary table at the end to identify areas that need attention.

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 Product (out of 20 possible points):	

Notes (strengths, ideas to improve):

2. Price

Are your prices aligned with the value of your offerings and your customers' expectations?

Question	Score (1–5)
Do you know your costs and desired margins?	
Are your prices competitive with similar offerings in your area?	
Do your customers see your prices as fair or worth it?	
Do you offer any bundles, discounts, or pricing tiers?	
Subtotal for Price (out of 20 possible points):	

Notes (strengths, ideas to improve):

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3. Place (Distribution)

Are you selling in the right locations or through the best channels for your business?

Question	Score (1–5)
Are your sales channels convenient for your customers?	
Do your customers know where to find you?	
Are your locations profitable and aligned with your brand?	
Are you reaching both new and repeat customers effectively?	
Subtotal for Place (out of 20 possible points):	

Notes (strengths, ideas to improve):

4. Presentation (Packaging, Signage, Displays)

Are your offerings presented in a way that attracts and retains customers?

Question	Score (1–5)
Are your labels, signage, and displays clear and appealing?	
Does your presentation reflect your brand and quality?	
Is your selling area inviting and easy to navigate?	
Are you using storytelling, colors, or visuals to connect with customers?	
Subtotal for Presentation (out of 20 possible points):	

Notes (strengths, ideas to improve):

5. People

Do your interactions with customer interactions help build loyalty and trust?

Question	Score (1–5)
Are you and your team friendly, helpful, and knowledgeable?	
Do you respond to feedback and handle issues well?	
Do you encourage or incentivize first-time customers to return?	
Do your recognize or reward your most loyal customers in any way?	
Subtotal for People (out of 20 possible points):	

Notes (strengths, ideas to improve):

6. Promotion

Are you getting the word out effectively about your offerings and brand?

Question	Score (1–5)
Do you use tools like email, social media, texting, or signage?	
Do you share content (photos, recipes, stories) that customers enjoy?	
Are the look and tone of voice of your brand messaging consistent?	
Do you track what specific promotions and variations work best?	
Subtotal for Promotion (out of 20 possible points):	

Notes (strengths, ideas to improve):

Summary: Scores for Each “P”

Category	Score	Notes or Priorities
Product		
Price		
Place		
Presentation		
People		
Promotion		

Score Interpretation

Score Range (per P)	What It Means
16–20	Strong – Keep it up!
10–15	Fair – Needs work soon
5–9	Weak – Prioritize this
0–4	Critical – Fix ASAP

Next Steps

List 1–3 priorities to focus on right away:

1. _____
2. _____
3. _____