



INTERNATIONAL MARKETING CANVAS[®]

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PEOPLE

Who are your customers and have you segmented them

Which organisations help you achieve your business objectives

What data do you have of about your customers and their purchasing behaviour

What information do you have about the market e.g. size, growth

Do you have the required skills on tap



PRICE

What is your pricing strategy

Calculate your costs

Determine your pricing objectives

Is it perceived as value for money, and competitive to alternatives



PRODUCT

What solution are you offering your customers

What do you provide your customers that is different from your competitors



COMPETITION

How competitive is the market

What is the bargaining power of suppliers

What is the bargaining power of customers

What is the threat level of new entrants

What is the threat of new substitutes



BRANDING

What do you stand for

Can your customers consistently get from you what they expect

What is your mantra

Are you confident that every element of your business and how you project it is consistent



PLACE

What will be your market entry method

How will you deliver your product and/or services to customers



PROMOTION

Will you advertise

What forms of sales promotion will you undertake (e.g. discounts, participate in trade expos, free service, etc)

Will you engage in personal selling

Can you create an opportunity for publicity

What kinds of public relations can you undertake (e.g. support charitable causes)

MISSION AND VISION



State your company's mission and vision

Note that mission is what you are seeking to do well presently

Vision is the ideal world you envisage resulting from your efforts



METRICS

What are your measures of impact and/or results

It would be useful to establish a baseline and determine improvements