CHECKLIST

MARKET PLANNING

- ❑ Have you analyzed the market for your product or service? Do you know which features of your product or service will appeal to different market segments?
  We need to better define the services and solutions in order to determine all of the different target markets. The target markets needs will be described as well once we have identified the target market demographic and psychographic.
  For now, we can confirm that one of the target markets will be the government entities, big enterprises and NGO (focusing on the services such as virtualization, consolidation, etc.. that will be offered by SICSA)

- ❑ In forming your marketing message, have you described how your product or service will benefit your clients?
  As mentioned in the first section, once the target markets are determined then we can better define the marketing message.

- ❑ Have you prepared a pricing schedule? What kinds of discounts do you offer, and to whom do you offer them?

  First, we need to determine a price list of all the services and solutions

- ❑ Have you prepared a sales forecast?

  First, we need to determine a price list of all the services and solutions.

- ❑ What type of media will you use in your marketing campaign?

  For our first target (government entities, big enterprises and NGO), we will use the following media to vehicle our messages:
  1) Newspaper
  2) Newsletter (Using a client data base of current and prospect clients)
  3) Presentation Kits
  4) PR (especially for the launch day)

- ❑ Have you planned any sales promotions?
  The marketing strategy will be primarily focusing on the emotion with a secondary aspect being educating the client.

- ❑ Have you planned a publicity campaign?

  The campaign should have two roles:
  1) Emotional (playing with the clients emotions)
  2) Educational (Educate the prospect client so he may better understand the services and solutions in order for him to see the benefits he will gain from it.)

- ❑ Do your marketing materials mention any optional accessories or added services that consumers might want to purchase?

As an added value to the marketing, we can eventually have a magazine, which can also be used as a tool to educate our client and prospect clients.

- ❑ Do you have product liability insurance?
  Needs to be determined.

- ❑ Is your presentation likely to appeal to your target market?
  This will be evaluated once we have determined all of the above (The target markets, the prices and the right marketing strategy and message).

- ❑ If your product is one you can patent, have you done so?

  I don't think it's an option for the moment.

- ❑ How will you distribute your service?

  We are waiting on Deschamps to partner up with an existing telecom/ISP company.

- ❑ Have you prepared job descriptions for all of the employees needed to carry out your marketing plans?
  We will determine soon if we will outsource an agency for some of the media vehicle like PR.

The marketing objectives also need to be determined once more information is gathered. The needs of the consumer need meet the capabilities of SICSA in order to achieve the objectives.

Bellow is a raw list of the solutions and services that will be offered by SICSA:

1) Data center solutions
   - Networking
   - Servers
   - Storage
   - Applications
   - Facilities

2) Technical Services
   - Device configuration
   - On-site installation
   - Technical support
   - Equipment procurement
   - Warranty Support
   - I.T. Training

3) Professional Services
   - Networking Infrastructure
   - Data Management
   - Unified communications
   - Cloud Computing
   - Data center Management