

CHAIN BRAND/MARKETING ASSESSMENT On Site Review & Interview

1. Does your foodservice concept/brand have a defined business model and growth plan?
2. How is your foodservice concept/brand being funded for growth?
3. What industry, channel, and customer research supports your foodservice concept/brand?
4. Has a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) been developed for your foodservice concept/brand?
5. Has a brand development plan been created that includes your concept's archetypes, pillars, promises, and customer experience architecture?
6. What is the current structure, as well as defined individual roles and responsibilities of your current marketing team?
7. Do you have a defined marketing plan and budget for the next 12-months?
8. Which of the following areas, including budget allocation, does your current marketing plan cover?

Brand Development \$: _____ Concept Naming/Logo \$: _____ Identity System \$: _____

Signage Package(s) \$: _____ Visual Assets \$: _____ Website \$: _____

Menu/Merchandising/Point Of Sale/Promotion Resources \$: _____

Traditional Advertising (Television, Radio, Print, Direct Mail, Outdoor, Out Of Home) \$: _____

Digital Advertising (SEO, Display Advertising, Pay-Per-Click, Social Media, Retargeting, Email) \$: _____

Public Relations \$: _____ Special Events \$: _____

Annual Conference/Trade Show \$: _____



9. What is the current structure, as well as defined individual roles and responsibilities of your current training team?

10. Do you have a defined training/incentive plan and budget for the next 12-months?

11. Which of the following areas with budget allocation does your current training plan cover?

Corporate \$: _____ Franchisees \$: _____ New Store Openings \$: _____

Management Employees \$: _____ Kitchen Employees \$: _____ Service Employees \$: _____

12. What are your "Top 3" brand/marketing priorities over the next 12-months?

1. _____
2. _____
3. _____

13. What are your "Top 3" training/incentive priorities over the next 12-months?

1. _____
2. _____
3. _____



FOR MORE INFORMATION ON THE CHAIN BRAND/MARKETING ASSESSMENT, PLEASE CONTACT:
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