

## 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 CSN — SUPPLIER PARTNERSHIPS, PLEASE CONTACT:  
Eric Sieb at the Sieb Organization Inc. • 7310 North 16th Street, Suite 275 • Phoenix, AZ 85020  
Phone: 800.991.7432 • Fax: 480.317.0492 • E-mail: eric.sieb@sieb.com