Marketing Options Analysis Summary

1 Focus question:

Which of 8 marketing project ideas should Jeff pursue?

PLANNING

2 Value basis:

Jeff doesn't have time to pursue all 8 options and wants to make a smart choice.

3 Theory basis:

Taking a structured approach and having another person's input will result in a better decision.

4 Conceptual basis:

Options: What alternatives?
Objectives: Achieve what?
Evaluation criteria: Estimates of how well each option satisfies Jeff's objectives.

5 Methods basis:

Meet several times
Some "offline" work also
Diverge, then converge
Eliminate obvious losers

IMPLEMENTATION

6 Objects & events:

Listing of options
Pros & cons of each
Brainstorm objectives
Prioritize objectives
Evaluate options re: objectives

EVALUATION

7 Records, quality of data:

Thorough analysis (discussion & file) of options
Adequate time to consider & add to options
Can retrace reasoning

8 Transformations:

Sequential discussion of options allowed thorough consideration of each
Systematic comparison of criteria facilitated comparison of competing goals
Visual & numerical ranking gave a concrete sense of strength of relative preference

9 Conclusions:

One option emerged as best meeting Jeff's criteria

10 Value claims:

Jeff has a clear idea of which markething option to pursue. Knowing why he chose it will eliminate the distraction of other options and provide motivation to proceed.

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