

Tool 14: Template 3Q model

Name of the business
Location of the business
Size of the business
Year of establishment

1. **WHAT** are they selling?

- What is the overall product theme of the company?

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- What are the specific products?

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- What is the brand of the company / products?

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- What else is the company selling apart from the specific product or services?

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2. To **WHOM** are they selling it

- Who are the customers?

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- What do the customers want?

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- How do they know what the customer wants?

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- How do they keep their customers?

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- How do they get the goods or services to their customers?

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- How do customers know about the products and services?

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- Why do the customers buy products / services from this company?

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3. For **HOW MUCH** are they selling it?

- What prices are charged for the products and services?

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- How does the business decide the price that they charge customers?

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- Why can process vary from one city to another or from one country to another?

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- Why do process increase over time?

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- Does the company ever reduce its prices? Why?

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