



THE
FIRST
STEP
IS
TO
KNOW
YOUR
CUSTOMER

THE
SECOND
STEP
IS
TO
KNOW
YOUR
COMPETITOR

THE
THIRD
STEP
IS
TO
KNOW
YOUR
MARKET

THE
FOURTH
STEP
IS
TO
KNOW
YOUR
PRODUCT

THE
FIFTH
STEP
IS
TO
KNOW
YOUR
PRICING



THE
SIXTH
STEP
IS
TO
KNOW
YOUR
DISTRIBUTION

THE
SEVENTH
STEP
IS
TO
KNOW
YOUR
PROMOTION

THE
EIGHTH
STEP
IS
TO
KNOW
YOUR
SALES

THE
NINTH
STEP
IS
TO
KNOW
YOUR
CUSTOMER

THE
TENTH
STEP
IS
TO
KNOW
YOUR
COMPETITOR