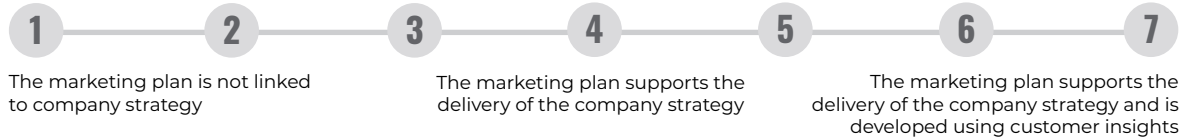


# MARKET FIT MARKETING AUDIT

01

## Alignment to Strategy



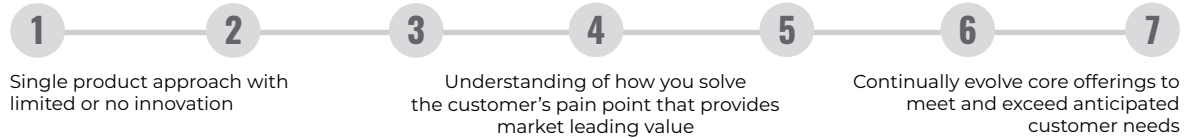
02

## Customer Insights



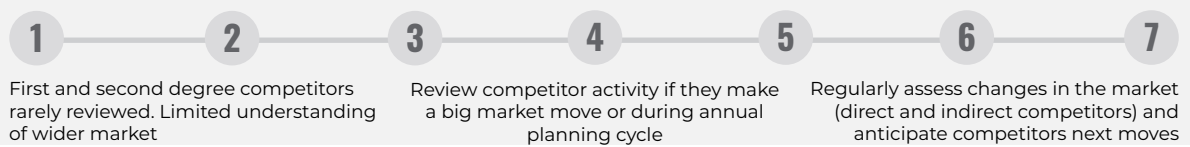
03

## Customer Value Proposition



04

## Marketing Understanding & Insights



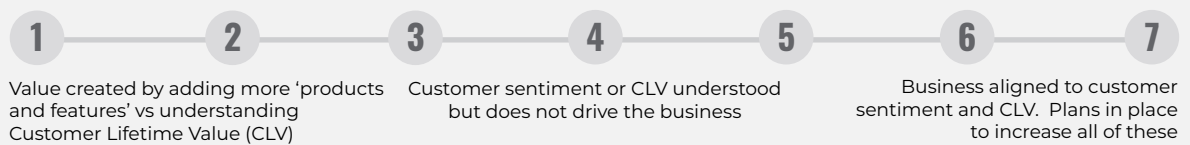
05

## Brand and Positioning



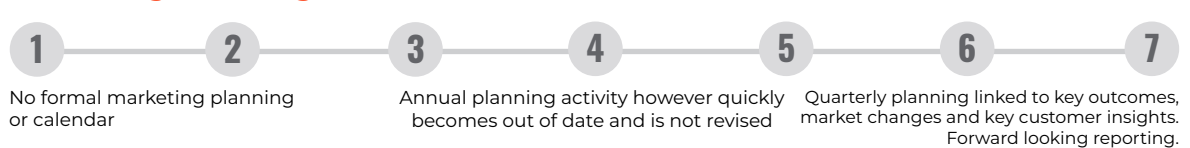
06

## Value Creation



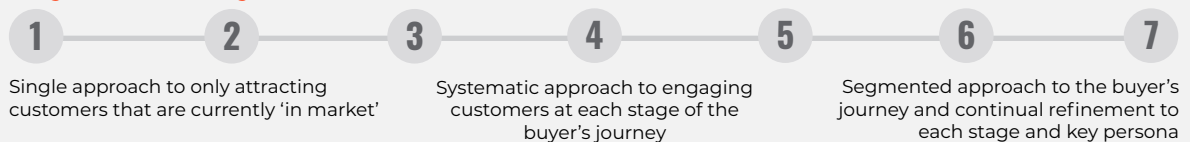
07

## Marketing Planning



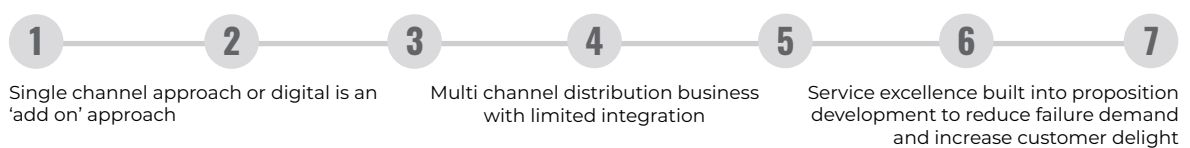
08

## Buyer's Journey



09

## Distribution and Sales



10

## Implementation

