

## **Task 1**

### **Framing the Business Scenario**

Questions formulated for the business leaders.

CEO:

1. What is our current revenue and profit margin, and how have they been trending over time?
2. What is our customer acquisition cost, and how does it compare to our competitors?
3. How much debt do we have, and what is our plan for paying it off?
4. What is our market share, and what is our plan for expanding it?

CMO:

1. What is our customer segmentation, and how can we improve our targeting efforts to better reach them?
2. What is our brand recognition and reputation, and how can we improve our brand perception in the market?
3. How effective are our marketing campaigns, and what metrics are we using to measure their success?
4. What emerging marketing trends should we be aware of, and how can we leverage them to increase our ROI?

Regards,

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