**Questions the CEO:**

* What have been the main factors influencing the company's overall revenue and profit margin over the past year?
* How do our sales and profits stack up against those of our industry rivals, and what tactics can we use to perform better?
* How can we use the demographic makeup of our clientele to target our marketing and growth initiatives more effectively?
* What potential risks and difficulties could our planned expansion bring about, and how can we reduce these risks?

**Questions the CMO:**

* What marketing initiatives and channels have been the most successful in boosting our sales, and how might we improve our marketing approach?
* How much does it cost to acquire a customer through each marketing channel, and how does this affect our overall marketing budget and return on investment?
* How do our customer satisfaction and loyalty rates stack up against industry averages, and what actions can we take to raise these figures?
* How can we personalize our marketing campaigns and increase customer engagement by using customer data and behavior?