**EXAMPLE MARKETING FISHBONE DIAGRAM**



Ineffective Social Media Presence

Uncompetitive Pricing

Price Sensitivity Issues

Inconsistent Pricing Strategy

Lack of Expertise

Inadequate Training

Poor Customer Interactions

Inadequate Distribution

Unclear Branding

Weak Market Differentiation

Poor Target Market Identification

Limited Online Presence

Poor Retail Locations

Poor Public Relations

Weak Advertising Campaigns

Outdated Features

Limited Range

Inferior Quality

PRICE

PEOPLE / PERSONNEL

POSITIONING

PLACE

PROMOTION

Problem Statement

Reduced Market Share

PRODUCT

MARKETING FISHBONE DIAGRAM



Cause

PRICE

Cause

Cause

Cause

PEOPLE / PERSONNEL

Cause

Cause

Cause

Cause

Cause

Cause

Cause

Cause

Cause

POSITIONING

PLACE

PROMOTION

Cause

Cause

Problem Statement

Problem Description

PRODUCT

Cause

Cause

Cause

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