

# WORKSHEET 9

## Place and Price Audit

---

### SECTION A

**Place** (where the service is available)

1. What type of outlet do you use to offer the service: a physical outlet (e.g., main library, branches, bookmobiles, kiosks, etc.) or a virtual outlet (telephone, website)? Describe the outlets (e.g., any of the following that apply: quantities, dimensions, transportation access, parking, neighborhood surroundings).

---

---

---

2. What are the "Plus" features about place (e.g., free parking, near a particular convenient spot)?

---

---

---

3. Are there any physical or emotional barriers to use (e.g., lack of equipment, poor signage, safety concerns)?

---

---

---

4. What are the atmospherics (e.g., outside look, inside functional and flow characteristics, "feel" of the inside, and materials that support the "feel")?

---

---

---

5. What type of customer service is offered? How do customers rate it? How is customer service quality sustained?

---

---

---

✓ Goal, Objective, Strategy Checkpoint

*Are there any place issues to address (barriers to use, atmospherics, customer service)?*

OK       Adjustment necessary\*       Stress in promotion

\* Develop goals, objectives, and strategies for adjustments.

**WORKSHEET 9**  
**Place and Price Audit** *(cont.)*

---

**SECTION B**

**Price** *(how customers pay to use the service)*

1. What nonmonetary or monetary price does the customer have to pay to obtain your service?  
What is burdensome about obtaining your service? What costs do customers perceive?

---

---

---

✓ Goal, Objective, Strategy Checkpoint

*Are there any price issues to address?*

- OK       Adjustment necessary\*       Stress in promotion

\* Develop goals, objectives, and strategies for adjustments.