

Issue	Yes	No	Don't know	Comment
<b>Adherence to marketing plan</b>				
1. Does the project fit within the strategic plan or long-term goals of the firm?				
2. Does the project match the firm's target markets as defined in the marketing and business plans?				
3. Does the project match the firm's target services?				
4. Does the project have the potential to meet the firm's design objectives?				
5. Is the project consistent with the firm's minimum/maximum project size objectives?				
6. Does the project recognize environmental issues and sustainability?				
7. Does the project present the firm with an opportunity to break into a new market that the firm has not foreseen?				
8. Does the project offer repeat client potential?				
9. Are there any political overtones that could be contentious?				
10. Are there any direct or perceived conflicts of interest?				
11. Has the firm considered public interest (and opposition)?				
12. Will the firm get publicity (good/bad)?				
13. If the project is awarded to the firm, will it preclude other opportunities?				
<b>Profitability</b>				
1. Can the firm make a profit doing this project?				
1. Are there any prevailing reasons to want the project, even though the firm cannot make a profit on it?				

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<b>Project financing</b>				
1. Are project funds secured?				
2. If not, is funding likely to be in place and when?				
3. Has the client included both design and construction contingencies in their overall budget?				
4. If funded by a public sector body, what are the funding milestones and deadlines?				
5. Is there a discrepancy between the proposed scope of services and the client's fee expectation?				
6. Is the fee adequate to provide professional services?				
7. Can the firm propose a competitive fee or is this a "take-it-or-leave it" situation?				
8. Are there other factors that negatively impact the project's viability?				
9. Does the client have a reputation for sound business and payment decisions?				
10. Is the project free of speculative risk and the prospect of future sales?				
<b>Architect selection process</b>				
1. Is the process reasonable?				
2. Does the architect selection process involve working with another firm that may have already been selected or is being considered for selection?				
3. Can the firm compete effectively under the conditions of the selection process?				
<b>Location</b>				
1. Is the firm's location favourable in terms of the client's criteria?				
<b>Human resources</b>				
1. Does the firm have the available human resources to produce the work in the client's time frame?				
<b>Marketing/Staff</b>				
1. Does the firm have the staff and time available to pursue this project in a first-class fashion?				

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<b>Client contact</b>				
1. Is the firm known to the client?				
2. Is this a past client with whom the firm has had a good reputation?				
3. Does the firm have a strong marketing channel to the client?				
4. Will the firm have adequate opportunity to research the client's needs before the marketing process begins?				
5. Does the firm have an existing and positive relationship with the primary decision-maker?				
6. Does the firm have an existing and positive relationship with others involved in project decision-making?				
<b>Competition</b>				
1. Does the firm know the likely competition?				
2. Is the firm competitive against the likely competition?				
3. Does the project offer the firm an opportunity to compete at a higher level against firms with whom the firm would like to identify in the marketplace?				
<b>Message</b>				
1. Does the firm have a strong value proposition?				
2. Does the firm have a strong marketing message?				
3. Is the firm uniquely qualified for the project?				
4. Can the firm compete effectively?				
<b>Making the short list</b>				
1. Is the firm likely to be short-listed?				
2. Is the firm likely to be successful if placed on the short-list?				

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<b>Cost to pursue</b>				
1. Will the marketing time and effort required be in proportion to the firm's possibility of success?				
2. Will the marketing costs be proportional to the potential profit? (Spending the project's anticipated profit on marketing may be sufficient reason to decline the project.)				
<b>Other</b>				
1. Are there specific requirements that the firm will have difficulty in accommodating?				
2. Insurance requirements?				
3. Assignment of copyright to the client?				
4. Engagement of specialty consultants?				
5. Guarantees or assurances of performance?				