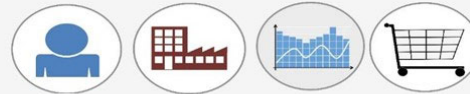




Organisations adopt the marketing concept



Organisation considers the prevailing situational factors [COMP]



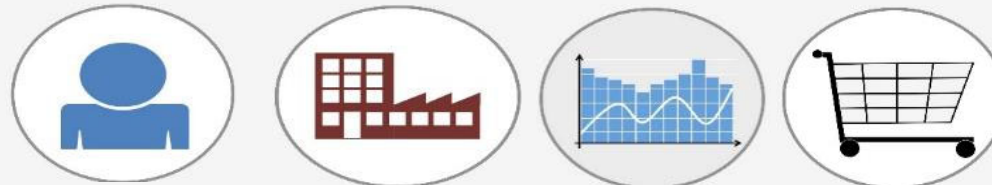
Then Design and develop a unique marketing philosophy



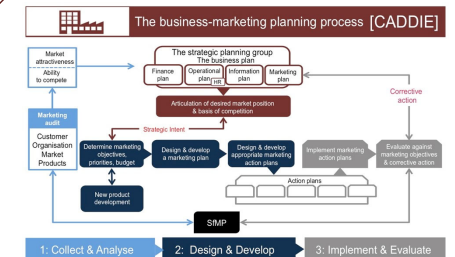
This Nurtures an organisational culture

The business-marketing planning process

articulates organisational objectives
articulates marketing objectives
designs & develops marketing strategies & tactics



Implement & evaluate tactics to manage COMP factors & achieve agreed marketing objectives

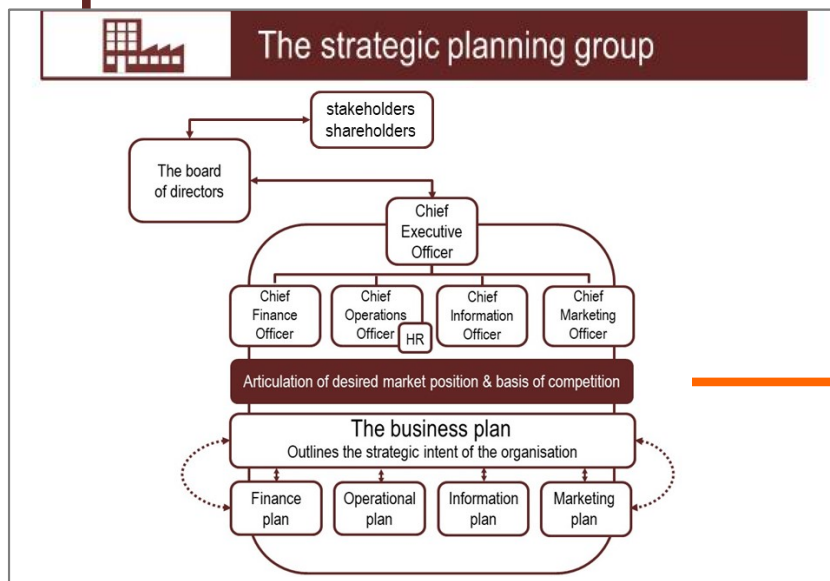




The business-marketing planning process

The strategic planning group

- Will synthesise the information from the various discipline reports, presentations & discussions
- Then articulate the desired outcomes for each discipline in the business plan
- For marketing, it would articulate the desired **market position and the basis of competition**

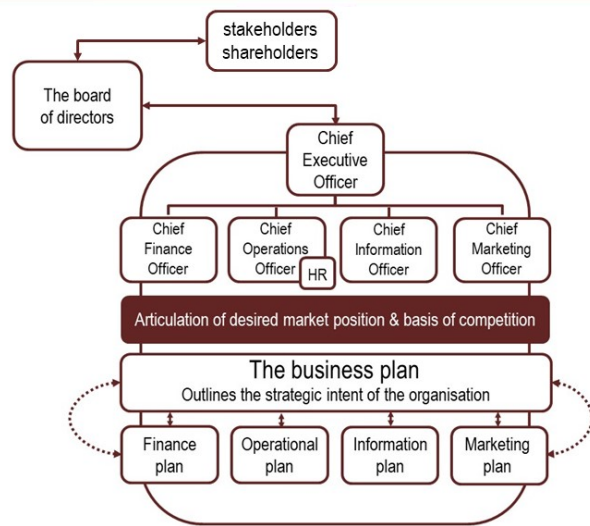




The business-marketing planning process



The strategic planning group

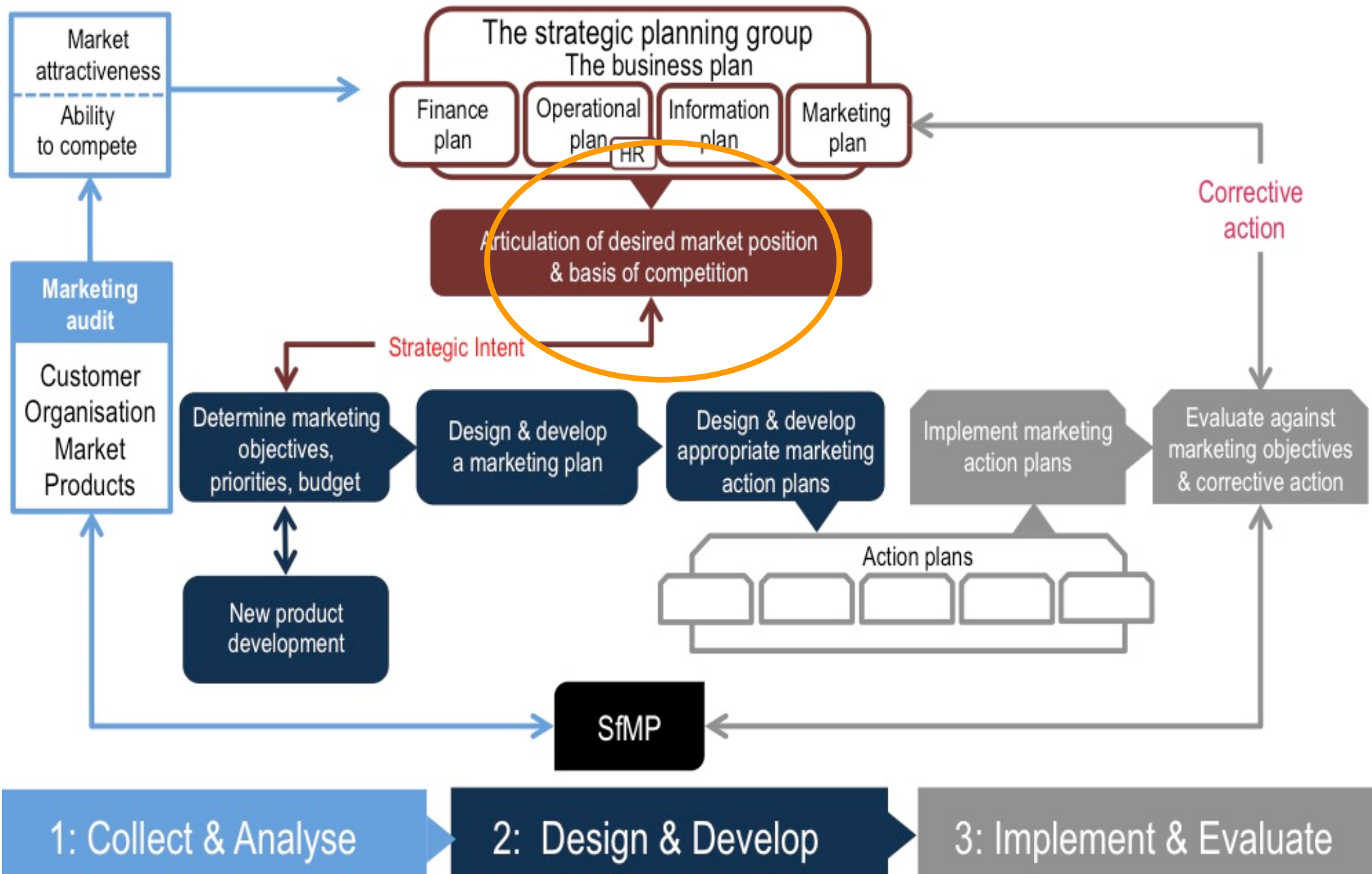


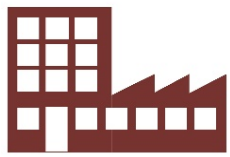
The business plan - structure

- Executive summary
- The statement of strategic intent
- The situational analysis
- The organisational objectives
- Overview of the discipline plans

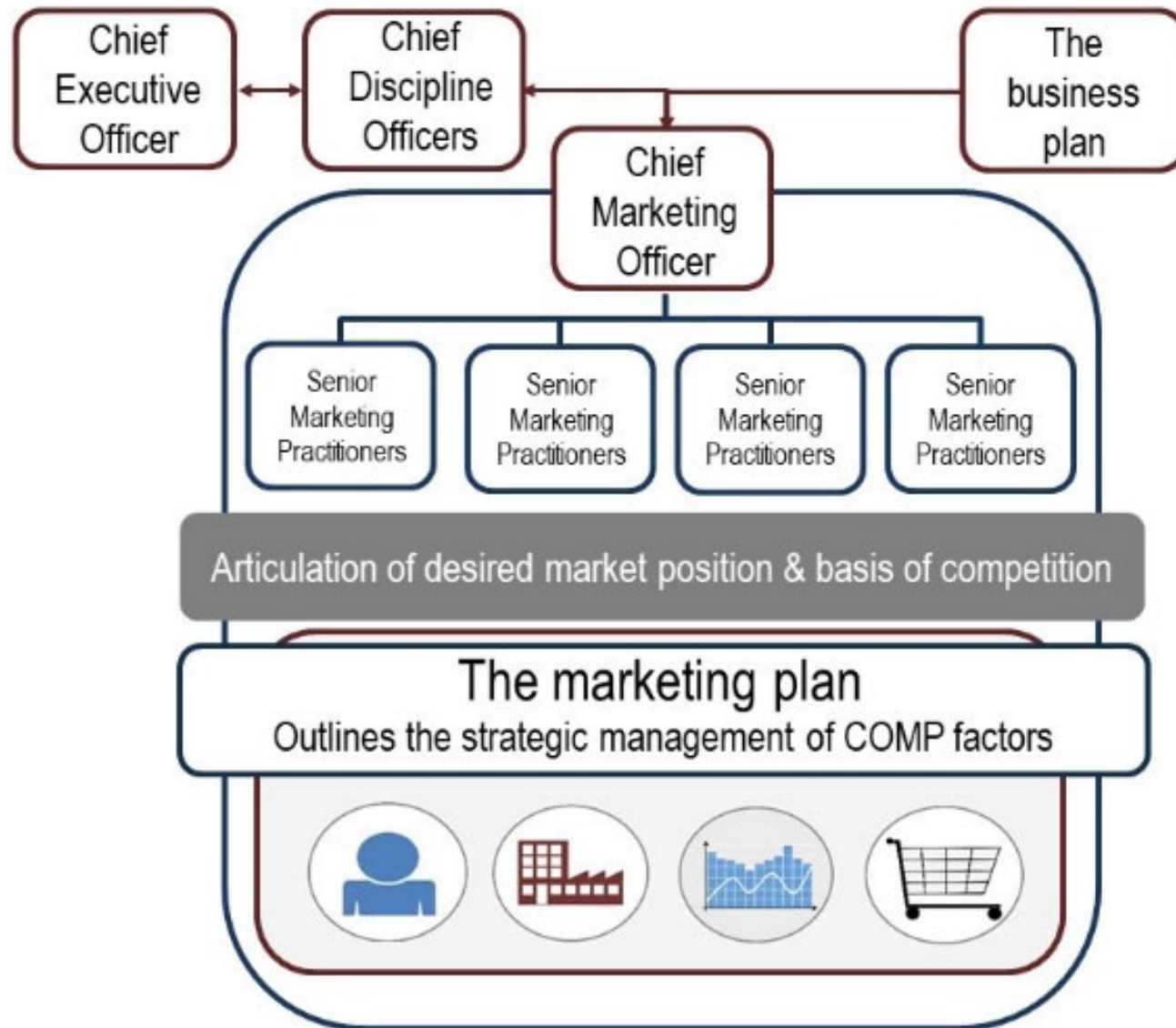


The business-marketing planning process [CADDIE]



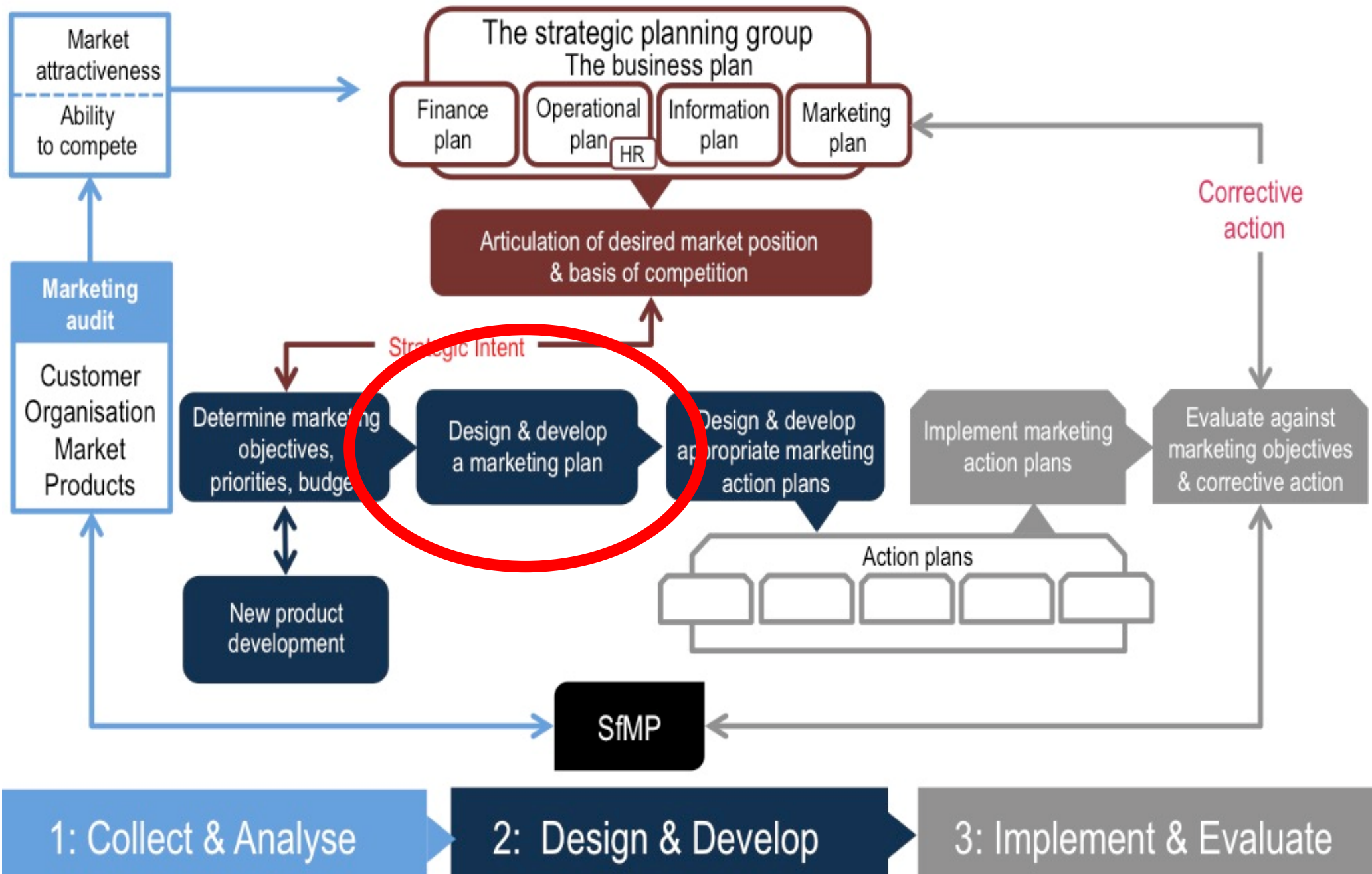


The Strategic Marketing Planning Group



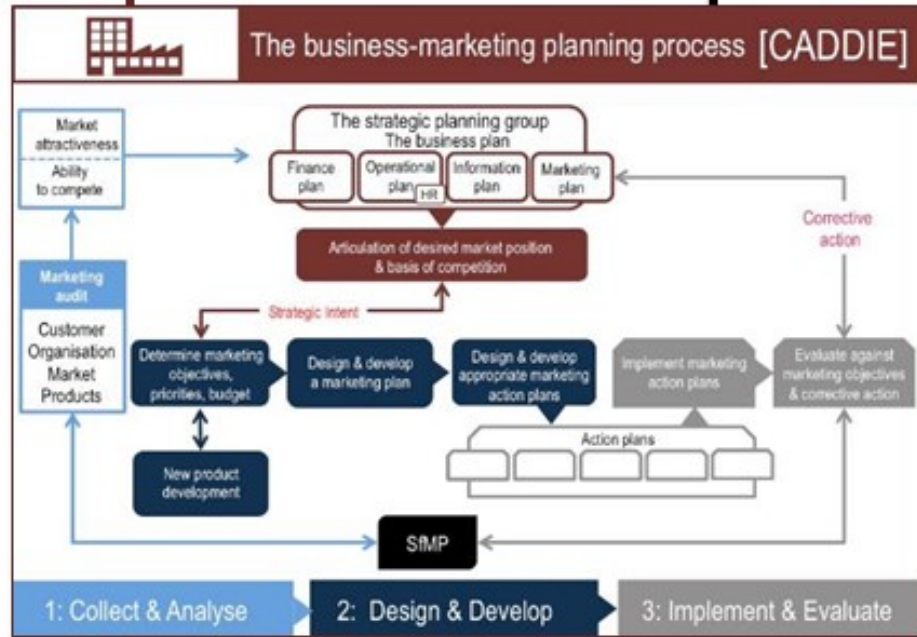


The business-marketing planning process [CADDIE]





The marketing planning process



COMP - Customer

- Customer - fundamental needs, wants, expectations
- Customer motives
- Customer benefits
- Customer involvement
- Customer segmentation
 - identification, characteristics, attractiveness, communication
- Perceptions of qualities, costs, value
- Customer pre-purchase patterns - forming expectations
- Customer satisfaction (customer experience)
 - epidemic - cumulative - collective - aggregate
 - customer deviations from expectations
- Customer trust
- Customer retention & enhancement
- Customer life-time value
- Customer post-purchase behaviour -
 - loyalty services - referrals - repeat patronage

COMP - Organisation

- Organisational philosophy
- Philosophy structure - production - selling - marketing philosophies
- Culture - national (holistic) organisational
- Vision statement (performance & gaps) - strategic intent
- Marketing objectives - financial - strategic - communication (performance & gaps)
- Service quality - internal - external
- Organisational capabilities/competences
 - KSF, patents, employee performance, relative costs
 - marketing channel effectiveness
- Revenue analysis -
 - size, market share (product - segment), growth, pricing, profitability
- Brand equity
 - relationship analysis, brand strength & status, brand awareness
 - brand recognition, brand associations

COMP - Market

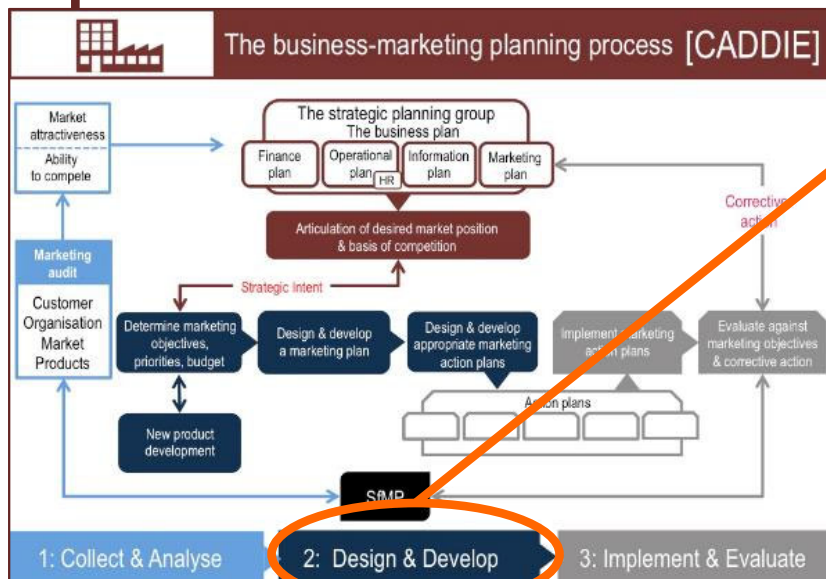
- Competition
 - Structure, understanding (2)
 - Analysis of competing products - branding
 - Analysis of competing products - features & positioning
 - Size - structure - market - growth
 - Weakness - competitive
 - Product lifecycle
 - Market research
- Economic factors (macro-environment)
 - Consumer behaviour - household size, demographic, life cycle
- Market considerations
 - Market size, structure
 - Market growth
 - Market maturity
 - Market segmentation & positioning
 - Competitive advantage, market share
 - Market structure
- Social factors
 - Technology influences
 - Environmental
 - Ethics, legal, & political influences

COMP - Product

- Product considerations
- Product sales analysis
 - Total sales X product
 - Total sales X territory
 - Sales by (hour/day/week/month/year) or other suitable unit of measure
 - # of - outlets
 - Number of transactions
 - Average unit price
 - Margins X product
- Cost of sales
- Product inventory - inventory on hand - usage rates
- Product adoption
- Product life cycle
- Product strategy
 - product line - mix, positioning, uniqueness, value proposition, augmentation, involvement, contact, product components, decision type, response(s), category, classification, awareness
- Threat of substitute products



The marketing planning process



Design & develop marketing plan

- The strategic marketing objectives of the organisation
- The strategies and the tactics needed to achieve the marketing objectives of the organisation.



Organisations have 2 strategic options when crafting a UPVP

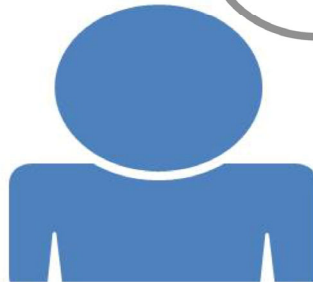
Adapted from Porter

1

a low price
with minimal
product augmentation

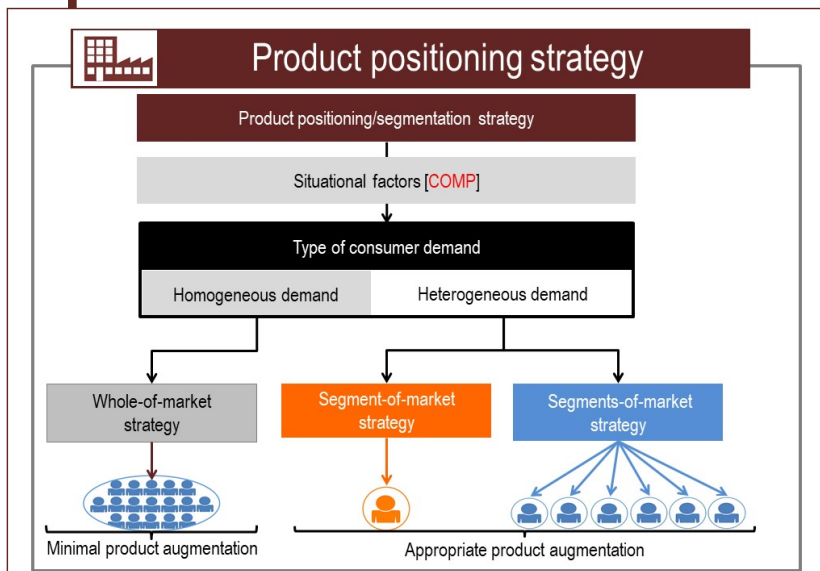
2

a higher price
with appropriate
product augmentation





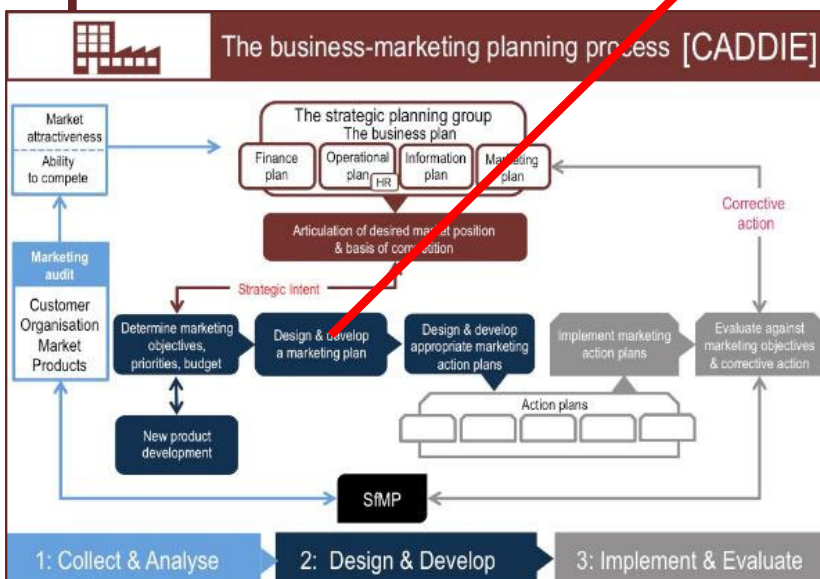
The marketing planning process



Selection of appropriate strategies

Organisations distribute the products through one of three strategies

- Whole-of-market approach
- Segments-of-the market approach
- Segment-of-market approach





The marketing planning process

Segment

- Identify basis for segmenting market
- Identify the market segments
- Analyse the needs & wants of each market segment.

Target

- Analysing the segments
- Identifying the most attractive segments
- Select most attractive segments
 - Based on ability to compete in the segment

Position

- Create a marketing plan and action plan
- Create a UPVP to suit the needs of the segment[s]
- Implement and control the action plan

Is the market segment

- Identifiable
- Substantial
- Reachable
- Responsive
- Profitable

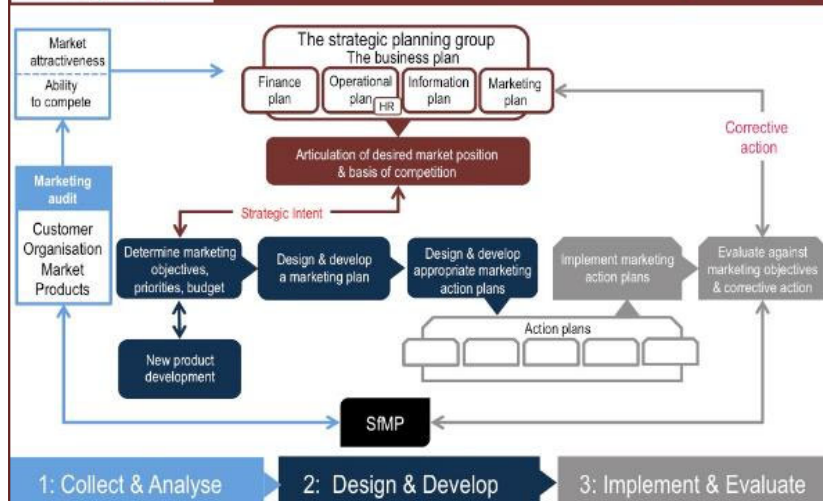


Segmentation variables

- Geographical: location, city V urban, suburb, city, country, proximity to business
- Demographic: age, gender, occupation, income, disposable income, family life cycle
- Psychographic: lifestyle and values, aspirational goals
- Behavioural: usage, loyalty, outcomes sought
- Price/benefit: perceptions of product quality and value hence products at different price intervals
- Cultural: culture influences values and in-turn consumption activities. Importance varies from product to product
- VALS: on the basis of values, attitudes, and lifestyles

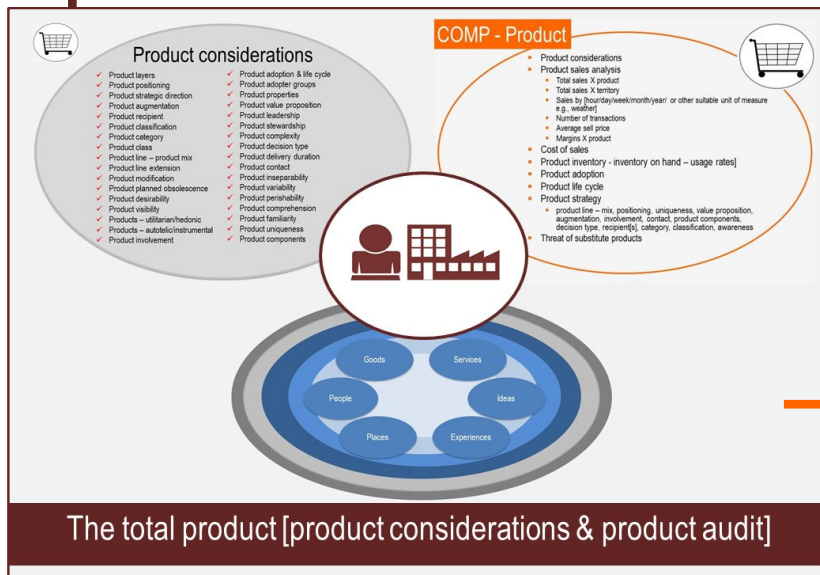


The business-marketing planning process [CADDIE]





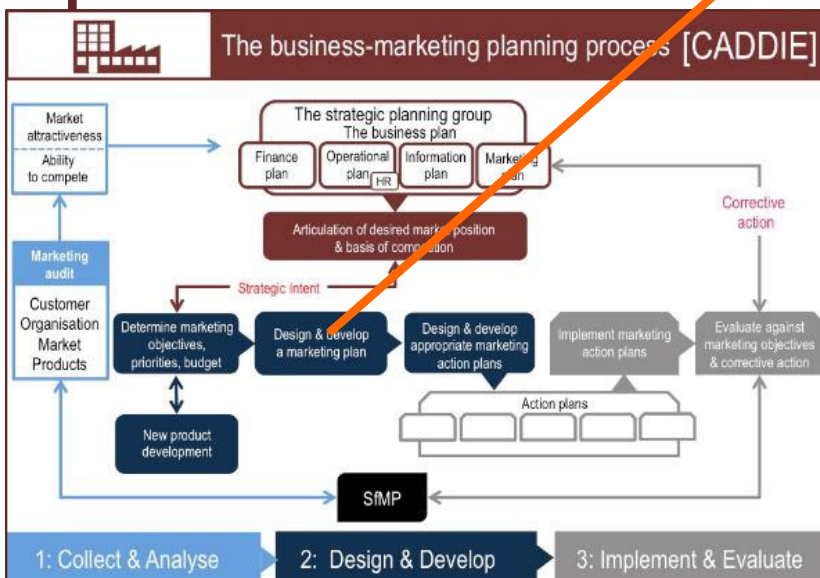
The marketing planning process



Designing & developing the total product

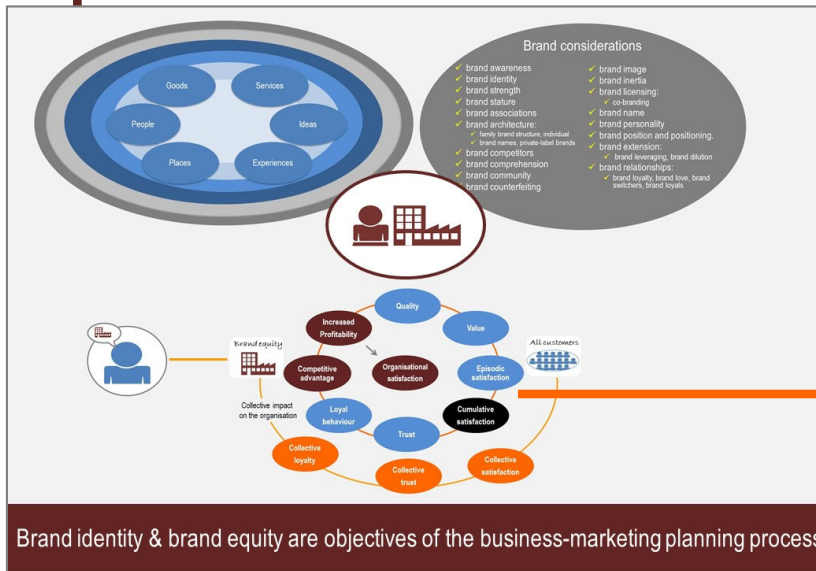
Product decisions will vary, however, a comprehensive marketing plan will detail the total product, including the mix of

- Product considerations
- Product layers
- Product components.



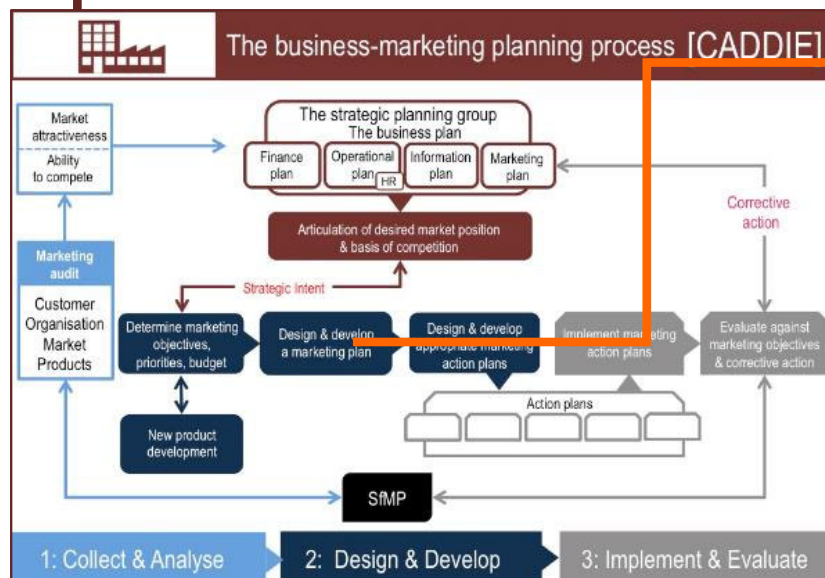


The marketing planning process



Brand considerations

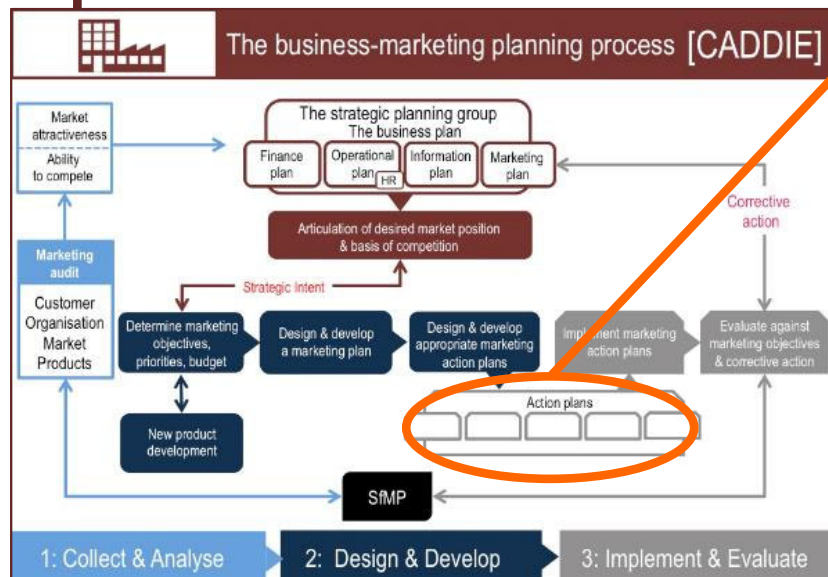
- This section will outline how the product[s] is/are aligned with the overall branding objectives of the organisation.
- And include an overview of the brands and how the brands are positioned in relationship to competitor brands.
- The objective is would be defined in terms of brand equity







The marketing action planning process



Design & Develop the **action plans**

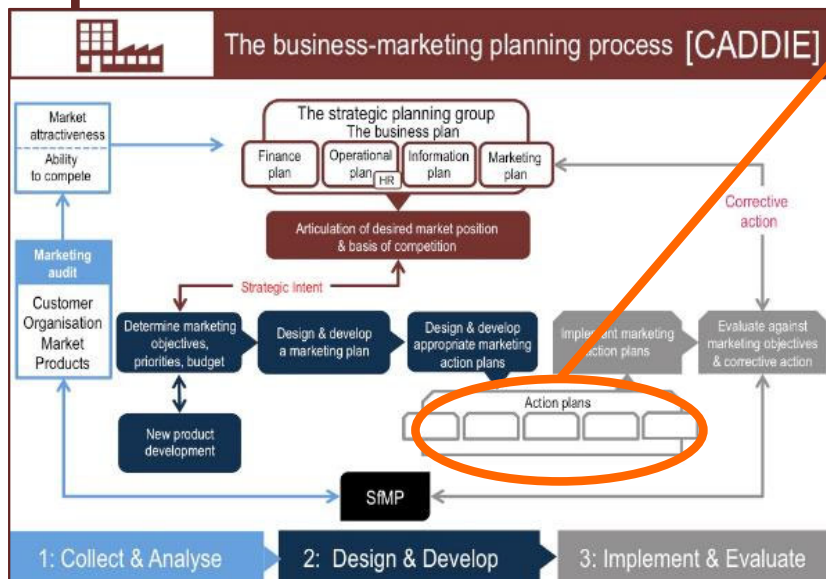
- Who does **what** - **when** - **how**
- A detailed action plan for each:
 - product
 - strategic business unit
 - major function
- Allocation of resources to implement each plan



The marketing action planning process

Marketing action plans may include:

- managing quality
- internal and channel marketing
- customer retention
- external marketing
- sales and salesforce management
- software for marketing practitioners
- the relational sales process





The marketing action planning process

Two types of marketing **action plans**

- As needed marketing action plans
 - relate to specific projects, sometimes referred to as ad hoc projects as the action plan are only undertaken when a particular situation requires attention.
- Everyday marketing action plans
 - relate to actions and outcomes that happen on an ongoing basis, sometimes referred to as 'marketing metrics' – sales, market share, communication, advertising, promotions, public relations, social media, service quality, retention, etc.

