

MARKETING PLAN

Marketing

- The process of creating and delivering desired goods and services to customers.
- Involves all of the activities associated with winning and retaining loyal customers.

Market Research

- Market research is the vehicle for gathering the information that serves as the foundation for the marketing plan.
- Never assume that a market exists for your company's product or service; prove it!
- Market research does not have to be time consuming, complex, or expensive to be useful.
 - Web-based market research – online surveys
 - Trend-tracking

How to Conduct Market Research

1. Define the problem.
2. Collect the data.
 - 2.1 Primary Research
 - 2.2 Secondary Research
3. Analyze and interpret the data.
4. Draw conclusions and act.

Pinpointing the Target Market

- The specific group of customers at whom the company aims its products or services.
- Marketing strategy must be built on clear definition of a company's target customers.
- Mass marketing techniques no longer work.

Guerrilla Marketing Strategies

- Concentrate on innovation.
- Be dedicated to service and customer satisfaction.
- Don't just sell; entertain.
 - "Entertaining"
- Strive to be unique.
- Connect with customers on an emotional level.
 - Supporting causes
- **Use principles of time compression management (TCM):**
 - ✓ Speed new products to market
 - ✓ Shorten customer response time in manufacturing and delivery
 - ✓ Reduce the administrative time required to fill an order.

UNIQUE SELLING PROPOSITION (USP)

- A key customer benefit of a product that sets it apart from its competition.
- Answers key customer question: “What’s in it for me?”
 - ✓ Saves them time
 - ✓ Saves them money
 - ✓ Makes their life easier
 - ✓ Makes their life more convenient
 - ✓ Improves their self-esteem
 - ✓ Makes them feel better
- Consider intangible or psychological benefits as well as tangible ones.
 - ✓ Safety, Security, Status
 - ✓ Make a list of facts that support your USP
- Create an identity for your business through branding.
 - ✓ The face of a company
 - ✓ The company’s promise to provide quality goods and services
 - ✓ Creates Loyalty
 - ✓ Ability to charge higher prices
 - ✓ Increased name recognition

Focus on the Customer

Companies that are successful at retaining their customers constantly ask themselves (and their customers) four questions:

- What are we doing right?
- How can we do that even better?
- What have we done wrong?
- What can we do in the future?

Customer Relationship Marketing (CRM)

- Involves developing and maintaining *long-term relationships* with customers so that they will keep coming back to make repeat purchases.
- **Steps:**
 1. Collect meaningful customer information and compile it in a database.
 2. Combine the database to identify “best” customers.
 3. Use the information to develop lasting relationships with “best” customers.
 4. Attract more customers who fit the “best” customer profile.
 5. Stay in contact with customers between sales.

Devotion to Quality

- Study: 60 percent of customers who change suppliers do so because of problems with a company’s products or services.

- World-class companies treat quality as a strategic objective, an integral part of the company culture.
- The philosophy of Total Quality Management (TQM):
 - ✓ Quality in the product or service itself.
 - ✓ Quality in every aspect of the business and its relationship with the customer.
 - ✓ Continuous improvement in quality.

Attention to Convenience

- Is your business conveniently located near customers?
- Are your business hours suitable to your customers?
- Would customers appreciate pickup and delivery services?
- Do you make it easy for customers to buy on credit or with credit cards?
- Are your employees trained to handle business transactions quickly, efficiently, and politely?
- Does your company offer “extras” that would make customers’ lives easier?
- Can you bundle existing products to make it easier for customers to use them?
- Can you adapt existing products to make them more convenient for customers?
- Does your company handle telephone calls quickly and efficiently?

Market Expansion

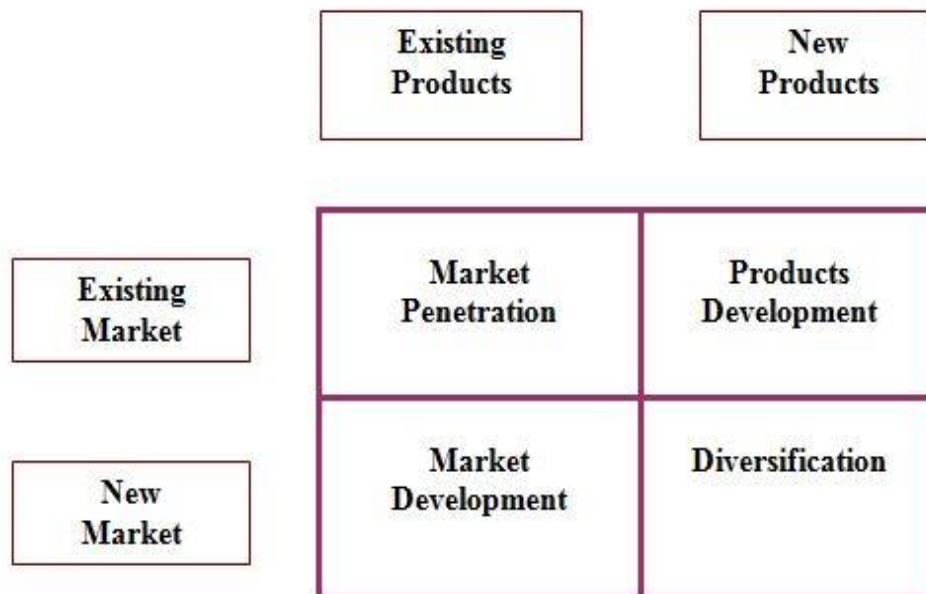


Figure: Product / Market Expansion Grid

SWOT Analysis

- **Strength**
 - ✓ Things your company does well.
 - ✓ Qualities that separate from your competitors
 - ✓ Internal Resources
 - ✓ Intangible Assets
- **Weaknesses**
 - ✓ Things your company lacks
 - ✓ Things your competitors do better than you.
 - ✓ Unclear unique selling proposition.
- **Opportunities**
 - ✓ Underserved market
 - ✓ Few competitors
 - ✓ Press/Media
- **Threats**
 - ✓ Emerging Competitors
 - ✓ Changing Regulatory Environment
 - ✓ Changing Customer's attitude

PEST Analysis

- **Political factors**
 - ✓ Government type and stability
 - ✓ Tax policy
 - ✓ Changes in the political environment
 - ✓ Regulation and deregulation trends
 - ✓ Levels of Corruption
- **Economic factors**
 - ✓ Economic stability
 - ✓ Inflation rate
 - ✓ Labour rate
 - ✓ Stable foreign currency exchange rate
 - ✓ Stage of business cycle
- **Social factors**
 - ✓ Population growth rate
 - ✓ Population health and education
 - ✓ Extremism
- **Technological factors**
 - ✓ Research and Development activity
 - ✓ Impact of emerging technologies
 - ✓ Impact of technology transfer