



The Marketing Plan

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Developing your Marketing Plan

The market plan asks and answers the question:

"HOW DO WE GET FROM HERE TO THERE?"



The Trip

WHERE are we new?
WHEN are we leaving?
WHERE should we go?
WHO will do the driving
WHERE have we decided to go?
WHY are we going?
WHAT are the conditions which may affect us?
HOW are we going?
HOW much will the trip cost?
HOW will we meet our progress
WHAT is our plan for alternate routes? Against our schedule? (Contingency plan)

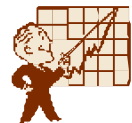


Plan should be comprehensive but not complicated.

Contents

Persons not involved in the authorship **SHOULD** be able to follow the planning logic and readily ascertain their responsibilities.

There are some steps in developing an operational marketing plan.



Stages in Developing an Operational Marketing Plan.

Description of the product or service, including special features

Marketing budget , including the advertising and promotional plan

Description of the business location, including advantages and disadvantages for marketing

Pricing strategy

Market Segmentation

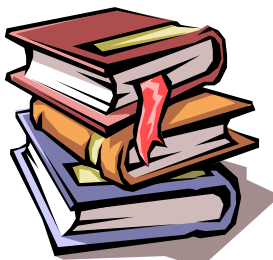
Aims and Objectives

Your First Aim is to Establishing Your Objectives and then Accomplishing Them



Detailing the steps...

1. Prepare comprehensive fact base



1. Prepare Comprehensive Fact Base

1st. . General business purpose

Sales

Markets

Trends

Products, services

Competition

Delivery inventory

Distribution, sales force

Customer attitudes

Customer communications



1. Prepare Comprehensive Fact Base

Sales and profits

12 months running

3-5 years



1. Prepare Comprehensive Fact Base

Markets

Trends

Products, services



1. Prepare Comprehensive Fact Base

Competition: The competitive landscape

Provide an overview of product competitors,
their strengths and weaknesses

Position each competitor's product against
new product



1. Prepare Comprehensive Fact Base

Delivery inventory

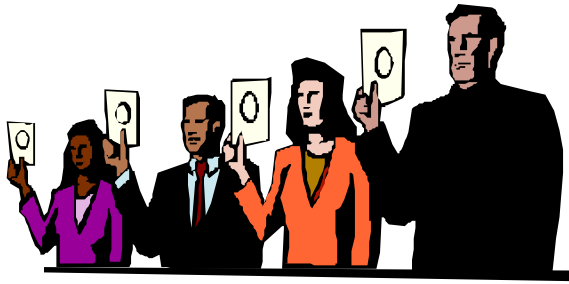
Distribution, sales force

Customer attitudes

Customer communications



2. List Problems and Opportunities



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Identify problemshurdles

Deviations

Deterrents

Obstacles

Identify Problems

Deviations from anticipated deterrents to the obstacles to achievement of goals



Problems

Problem versus symptom

Industry & company

Solvable

Solving

No control



3. State Specific Objectives

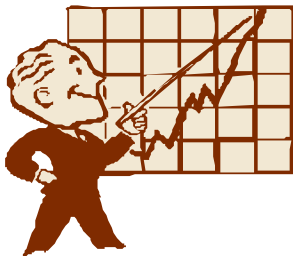


3. State Specifics Objectives

First...State your assumptions



You first aim at establishing your objectives
and then at accomplishing them!!!!



3. State Specific Objectives

State SMART Objectives

Specific
Measurable
Achievable
Realistic
Time bound

Success Metrics

First year goals

Additional year goals

Measures of success/failure

Requirements for success

4. Develop Strategy

Specific activities
Your call to action

Responsibility
Deadlines
Priorities
Resources



Strategy (cont)

Three musts

Meet deadlines

Control performance

Allocate resources



Strategy Analysis and Evaluation

1. Internal compatibility
2. External compatibility
3. Resource availability
4. Risk factor



The Marketing Mix (the 5 P's)

Price
Product
Place
Promotion
Politics



Product Positioning

Positioning of product or service

Statement that distinctly defines the product in its market and against its competition over time

Consumer promise

Statement summarizing the benefit of the product or service to the consumer

Product Packaging

Product packaging

Discuss form-factor, pricing, look, strategy

Discuss fulfillment issues for items not shipped directly with product

Promotional (Communication) Strategies

Messaging by audience

Target consumer demographics

Product Launch Strategies

Launch plan

If product is being announced

Promotion budget

Supply back up material with detailed budget information for review

Public Relations

Strategy & execution

PR strategies

PR plan highlights

Have backup PR plan including editorial calendars, speaking engagements, conference schedules, etc.

Advertising

Strategy & execution

Overview of strategy

Overview of media & timing

Overview of ad spending

Other Promotion

Direct marketing

Overview of strategy, vehicles & timing

Overview of response targets, goals & budget

Third-party marketing

Co-marketing arrangements with other companies

Marketing programs

Other promotional programs

International

International distribution

Address distribution strategies

Discuss issues specific to international distribution

International pricing strategy

Localization issues

Highlight requirements for local product variations

Pricing

Pricing

Summarize specific pricing or pricing strategies

Compare to similar products

Policies

Summarize policy relevant to understanding key pricing issues

Place Distribution

Distribution strategy

Channels of distribution

Summarize channels of distribution

Product Schedule

12-month schedule highlights

Timing

5. Establish Budget

Budget Follows Strategy

\$\$\$\$\$\$\$\$\$\$\$\$,Resources & time!!!!!!!



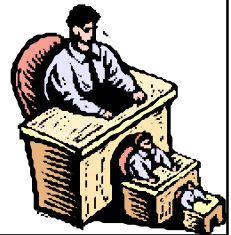
Budget (cont)

Decisions,,, money\$\$\$\$\$\$\$\$\$???????

Organize by marketing functions

Versatility and control

Exercising control is managing



6. Project Sales and Profit Forecast



Implement and Review

Review your marketing plan at least monthly!!!!

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The Marketing Plan

You first aim at establishing your objectives
and then at accomplishing them!!!!

1. PREPARE COMPREHENSIVE FACT BASE
2. LIST PROBLEMS AND OPPORTUNITIES
3. STATE SPECIFIC OBJECTIVES (FIRST
STATE YOUR ASSUMPTIONS)
4. DEVELOP STRATEGY
5. ESTABLISH BUDGET
6. PROJECT SALES AND PROFIT



THANK YOU!!!