STRATEGIC ANALYSIS FOR MARKETING

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MARKETING MANAGEMENT TASK

➢ STRATEGIC MARKETING ANALYSES

➢ OPERATIONAL MARKETING MANAGEMENT

➢ MARKETING CONTROLLING

➢ Do ???

MARKETING MANAGEMENT TASK

➢ **STRATEGIC MARKETING ANALYSES**

➢ **OPERATIONAL MARKETING MANAGEMENT**

➢ **MARKETING CONTROLLING**

➢ **Do ???**

ERP.VISION

➢ **Full warehouse management including cooperation with remote warehouses.**

➢ **Supports all financial and cash flow documents**

➢ **Integration of documents from the offer through orders to invoices and warehouse.**

➢ **Full integration in the system of financial and accounting functions along with labour costs**

➢ **Record**

➢ **Economic**

CRM.VISION

➢ **Full customer description**

➢ **Register all contacts with customers**

➢ **Extensive system of task-design.**

➢ **Possible extensive analyses on projects and tasks employees**

➢ **Integration of projects and tasks with the production or sale**

➢ **Cooperation with mobile devices**

MRP.VISION

➢ **Extensive defining and description of the technological processes**

➢ **Accounting for production costs budgeting and planning**

➢ **Supporting the creation of orders to suppliers by specific algorithms**

➢ **Extensive reporting and analysis**

➢ **Support system of results oriented compensation system**

➢ **Manufacturing relations**

SRM.VISION

➢ **S – Suplier**

PRM.VISION
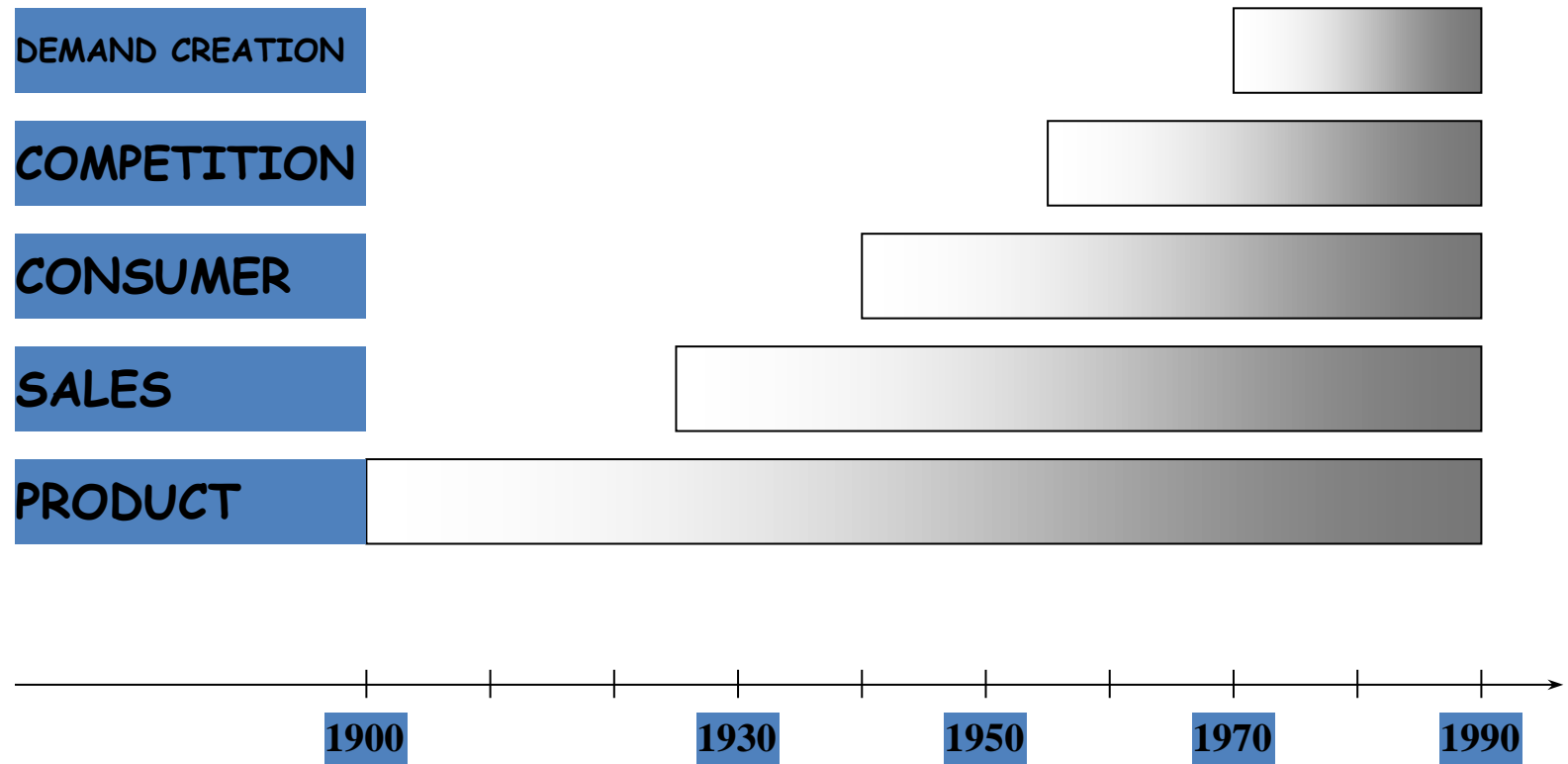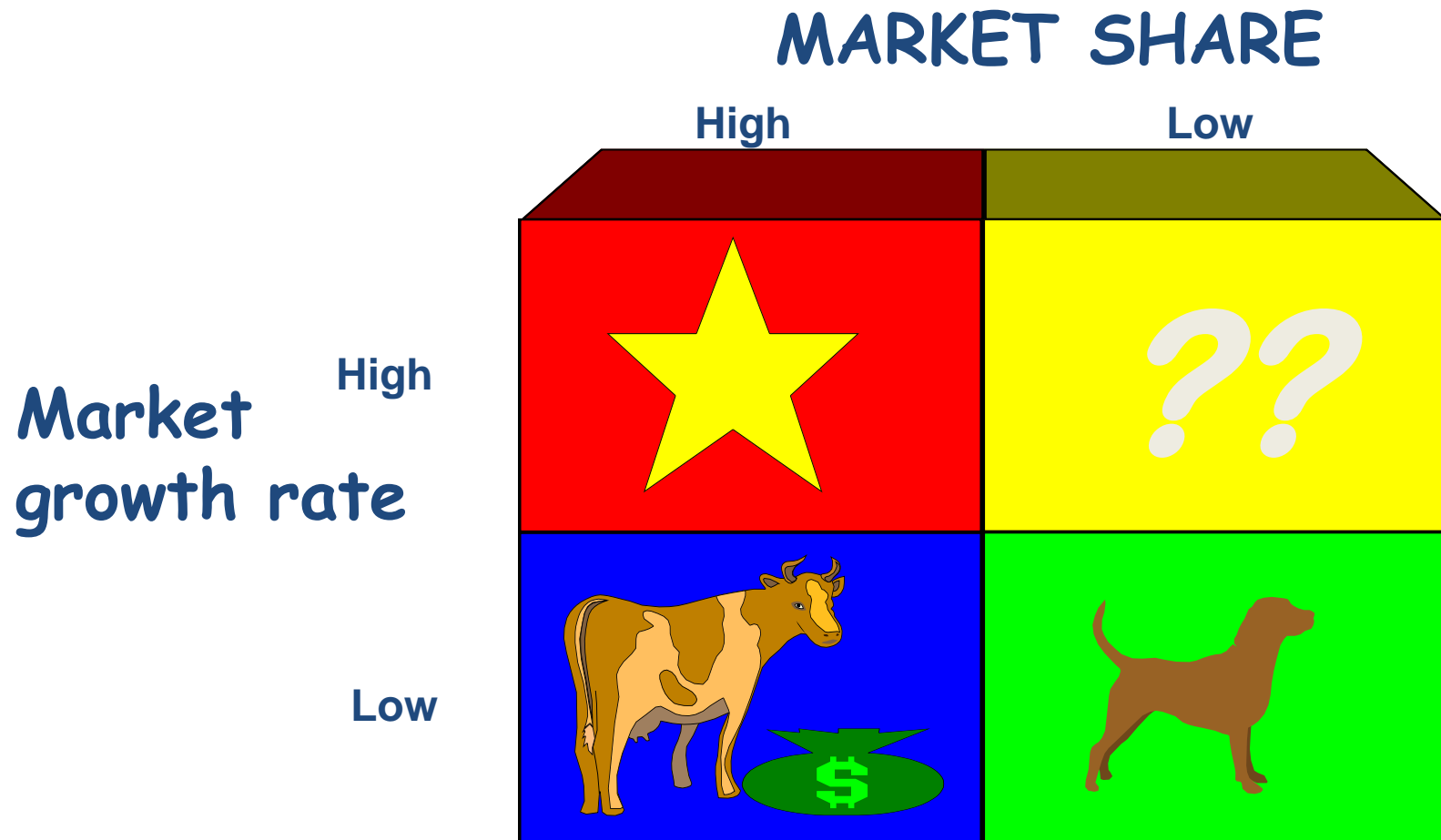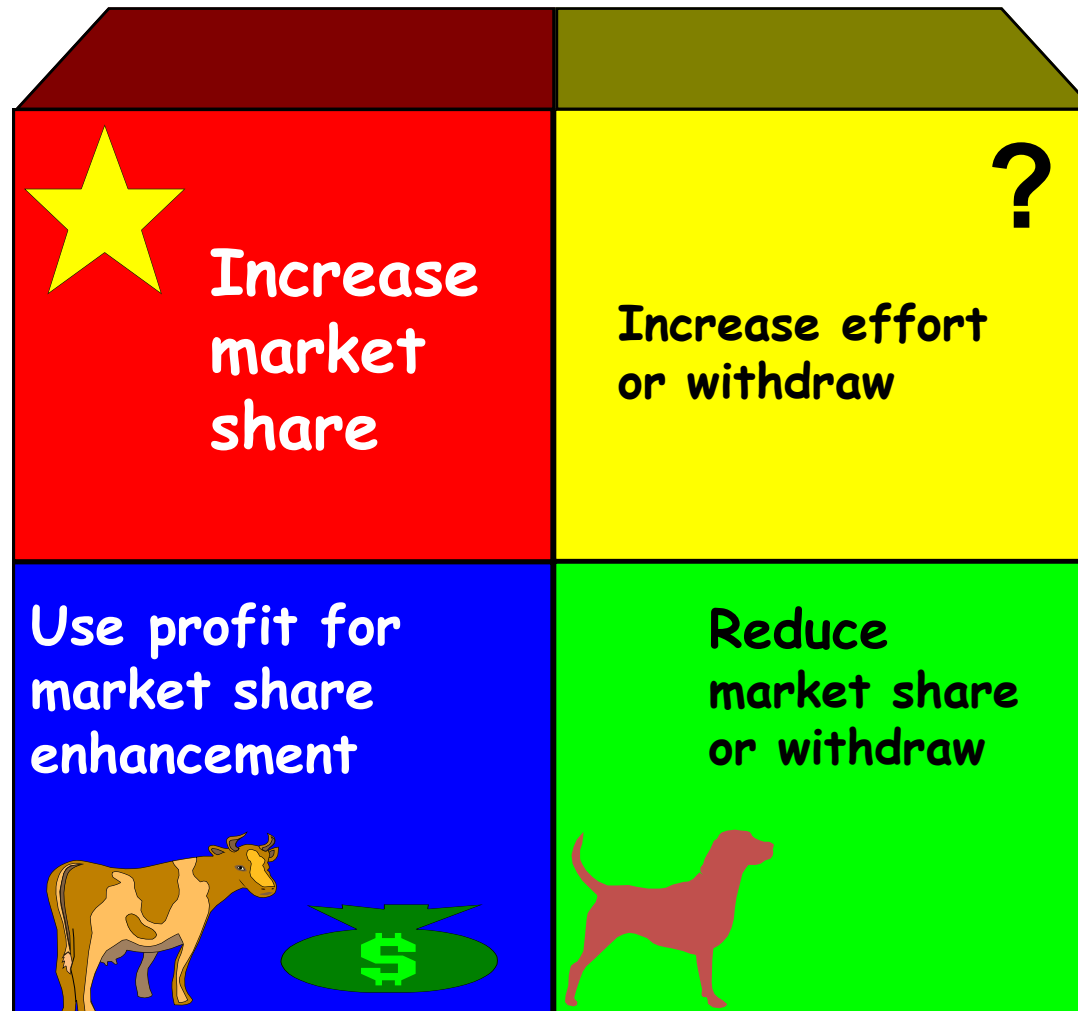
➢ P – Partner

EVOLUTION OF MARKETING MANAGEMENT
Sources of competitive advantage

Boston Consulting Group BCG PORTFOLIO CONCEPT

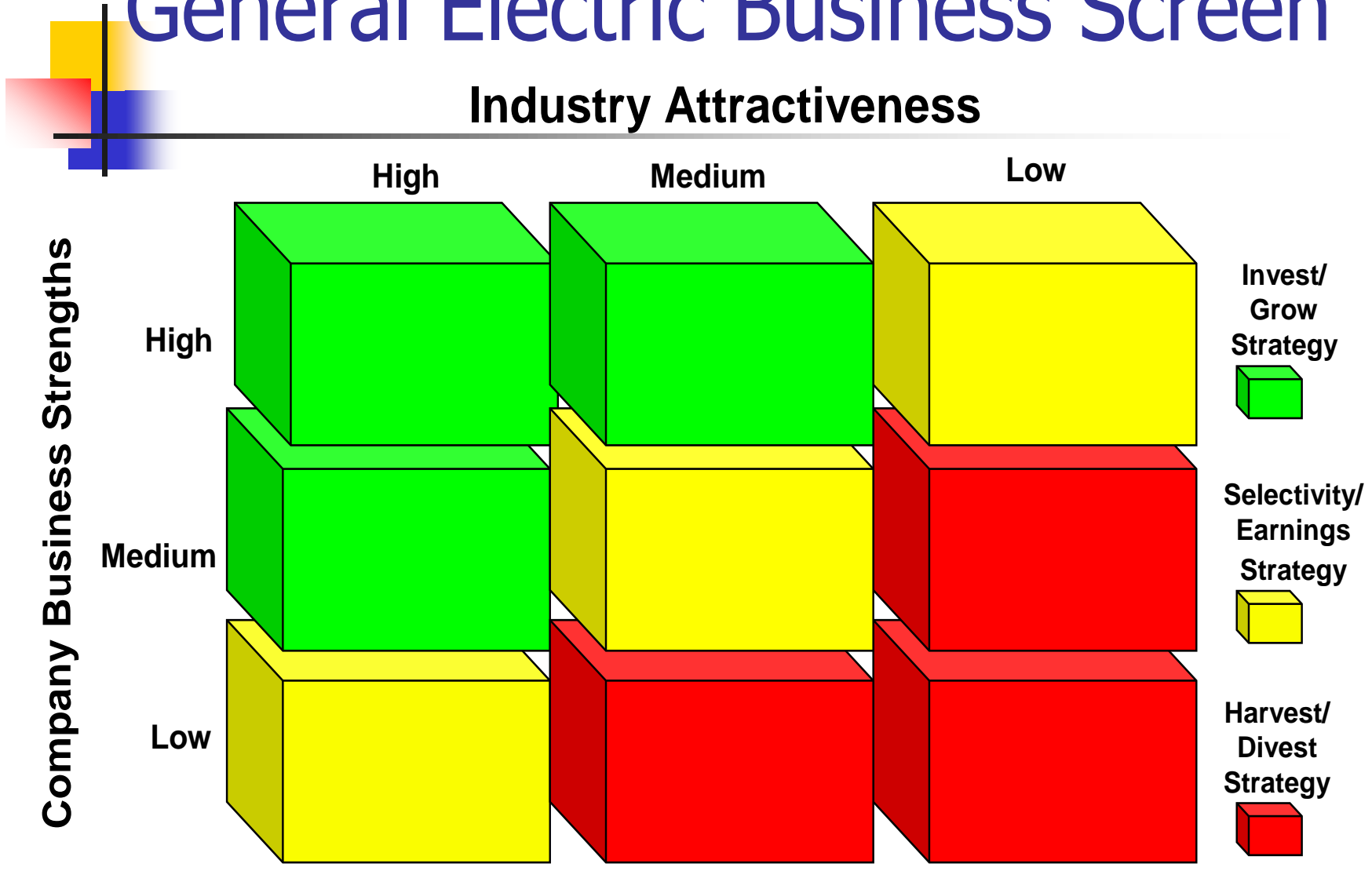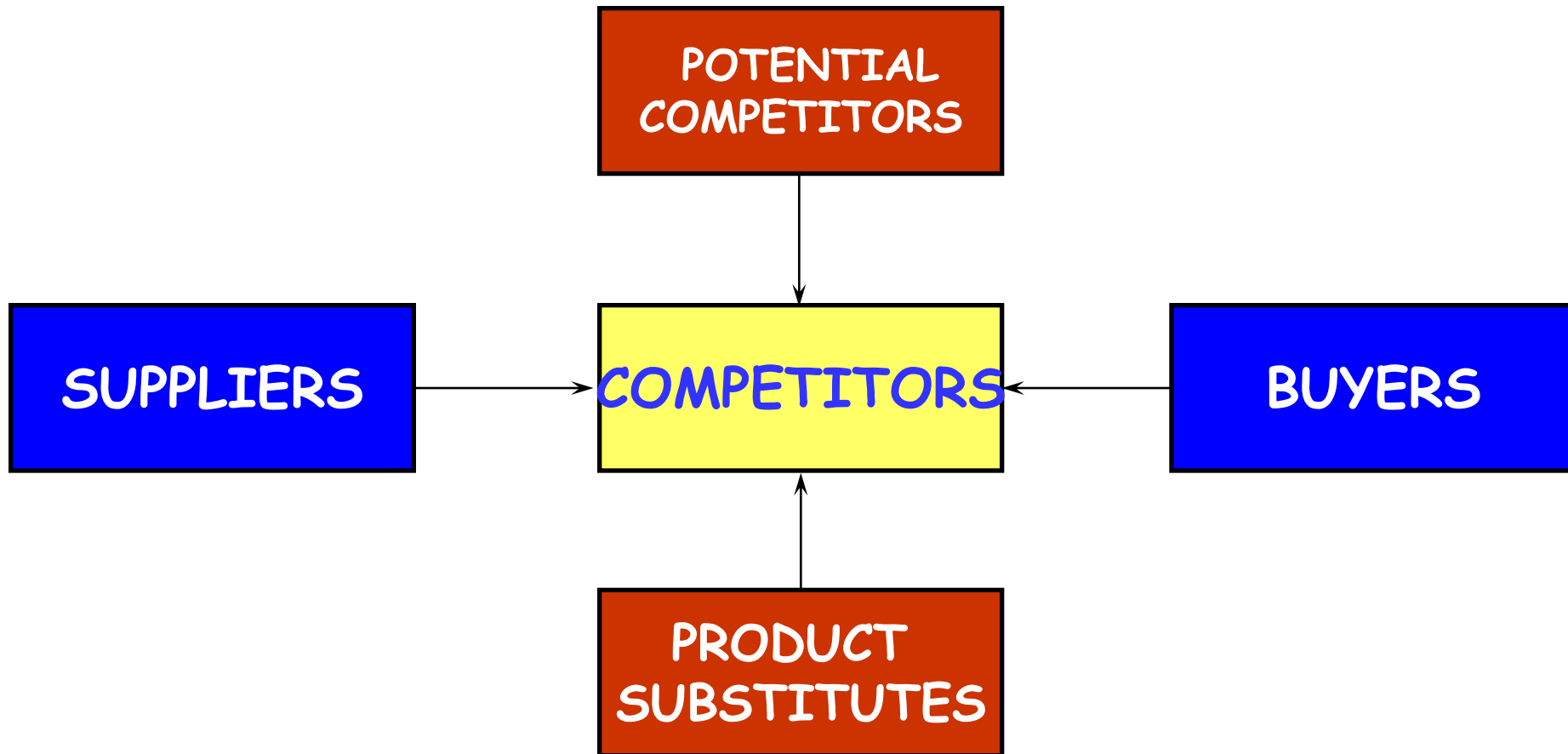# Boston Consulting Group BCG PORTFOLIO CONCEPT

Increase market share

? **Increase effort or withdraw**

Use profit for market share enhancement

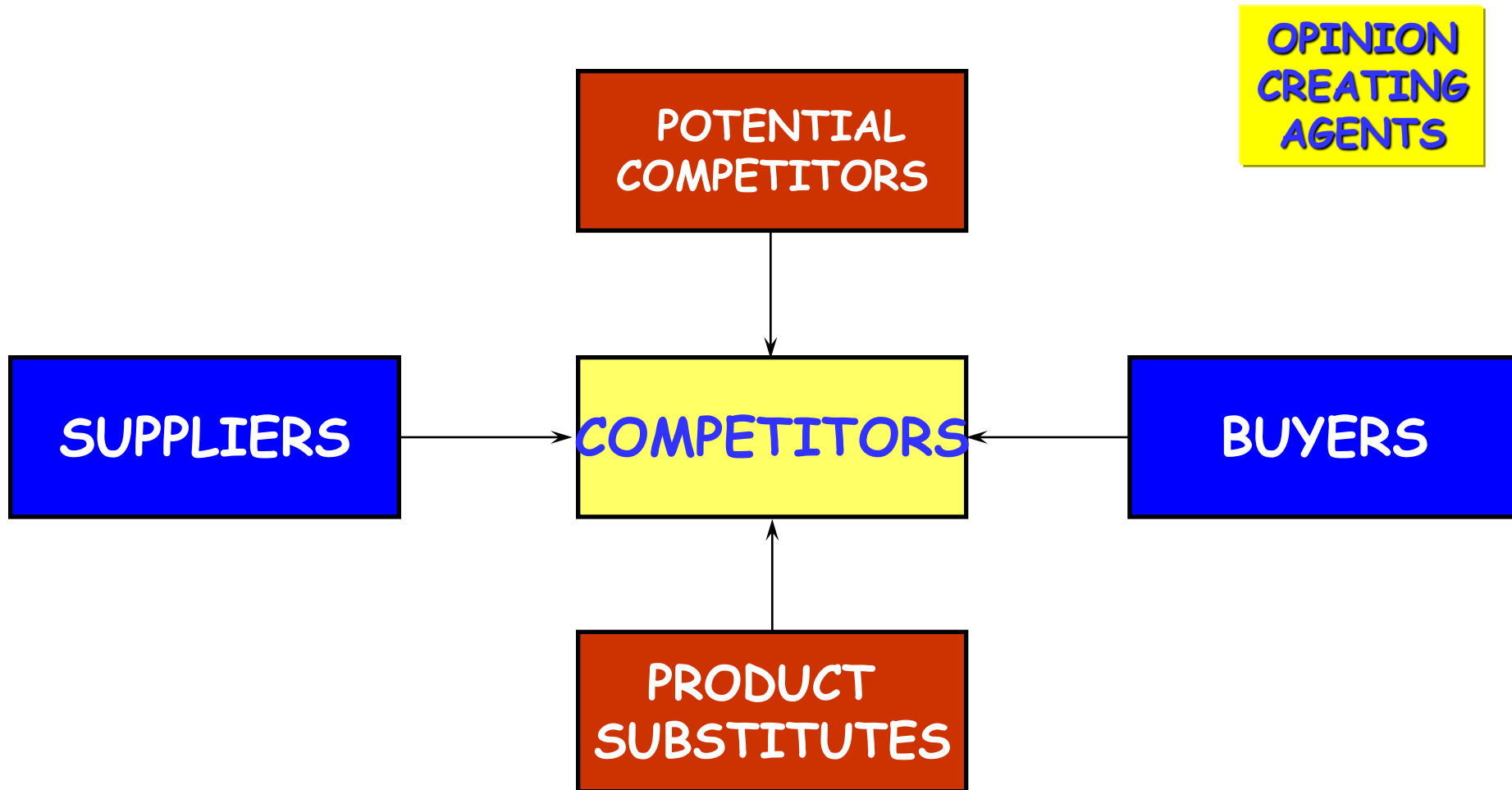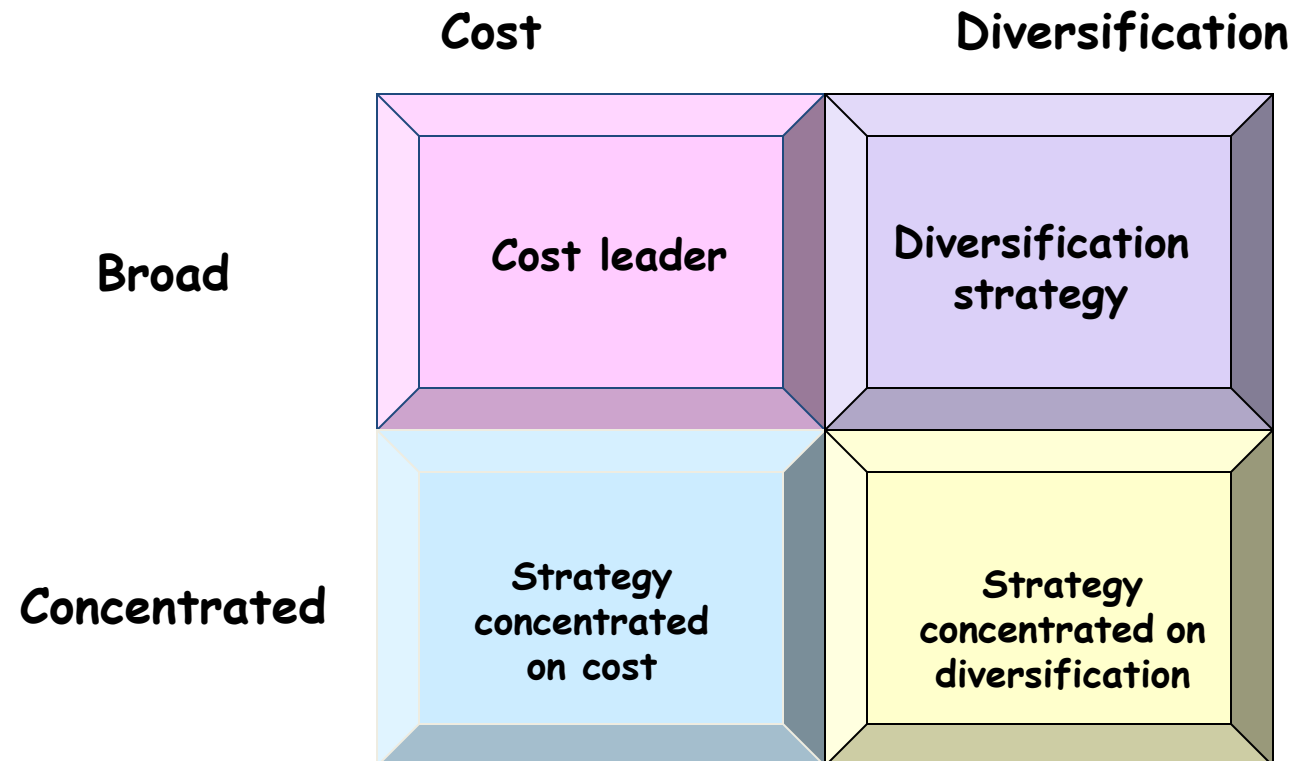**Reduce market share or withdraw**

General Electric Business Screen

Industry Attractiveness

5 Forces Model (Porter)

5 Forces Model (Porter)

OPINION CREATING AGENTS

POTENTIAL COMPETITORS

SUPPLIERS → COMPETITORS ← BUYERS

PRODUCT SUBSTITUTES
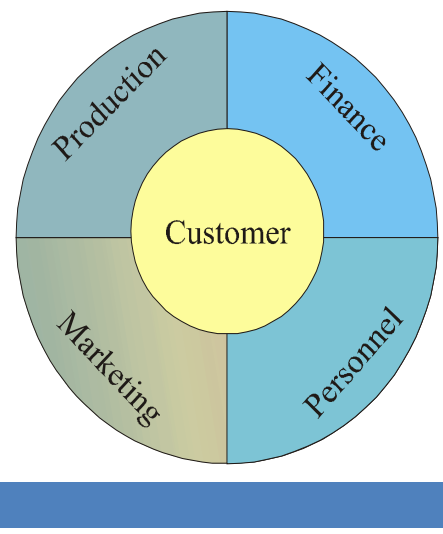
Strategic Model (Porter)

Sources of competitive advantage

Competition type	Cost	Diversification
Broad	Cost leader	Diversification strategy
Concentrated	Strategy concentrated on cost	Strategy concentrated on diversification

ALTERNATIVE MARKETING ROLE

Kotler P.: *Marketing Mangement.* Englewood Cliffs: Prentice-Hall 1988, p. 25.
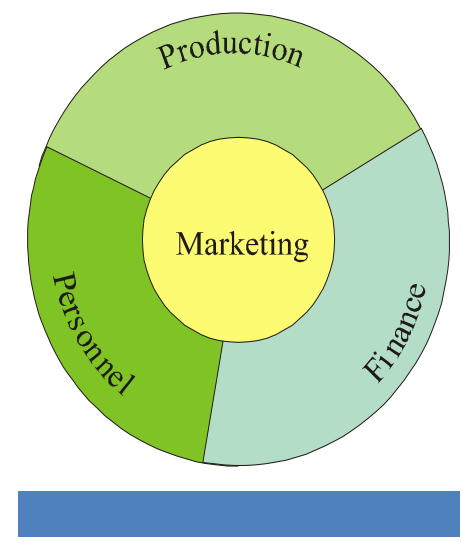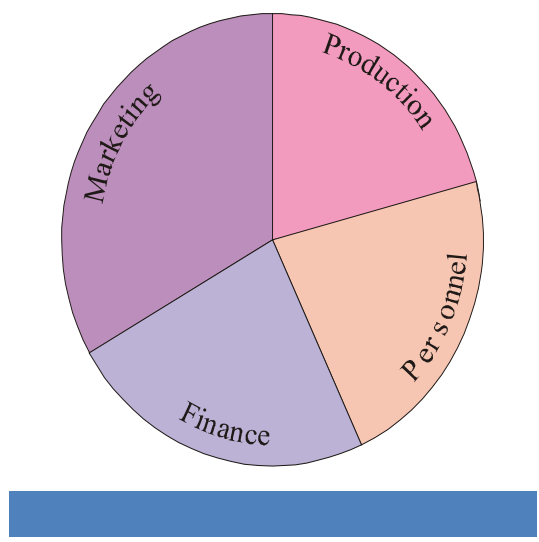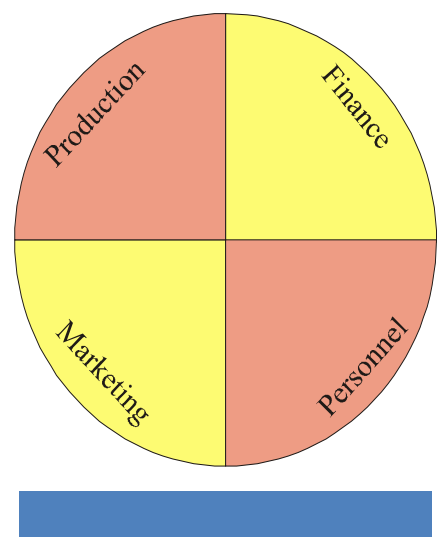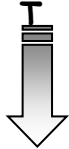
MARKET TYPES

- CONSUMPTION
- INDUSTRIAL
- SERVICE
- INTERNATIONAL
- NON PROFIT
- DISTRIBUTORS
- GOVERNMENTAL

MARKETING AREAS

MARKETING INSTRUMENTS	CONSU MER ⬇	INDUST RIAL ⬇	SERVICE ⬇	INTERNAT IONAL ⬇	NON-PROFI T ⬇
MARKET RESEARCH					
CONSUMER BEHAVIOR					
M A R K E T I N G - M I X — **PRODUCT**					
PRICE					
PLACE					
PROMOTION					
CONTROLLING					

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT PEST				
NEAR MARKET ENVIRONMENT SWOT				**STRATEGIC CONTROLLING**
CONSUMER BEHAVIOR ANALYSIS				
SEGMEN TATION	ATTRAC TIVENESS ASSESSME NT	TARGET ING	POSITI ONING	**AUDIT**
MARKETING MIX				
PRODUCT MANAGEME NT	**PRICE POLICY**	DISTRI BUTION	PROMOTI ON MIX	**OPERATIONAL CONTROLLING**

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT PEST			➤**Political** ➤**Economic** ➤**Social** ➤**Technologic**	
NEAR MARKET ENVIRONMENT SWOT				CONTROLLING
CONSUMER BEHAVIOR ANALYSIS				
SEGMEN TATION	ATTRAC TIVENESS ASSESSME NT	TARGET ING	POSITI ONING	AUDIT
MARKETING MIX				
PRODUCT MANAGEME NT	**PRICE POLICY**	**DISTRI BUTION**	**PROMOTI ON MIX**	OPERATIONAL CONTROLLING

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT **STEP**			➤**Social** ➤**Technologic** ➤**Economic** ➤**Political**	
NEAR MARKET ENVIRONMENT SWOT				CONTROLLING
CONSUMER BEHAVIOR ANALYSIS				
SEGMEN TATION	ATTRAC TIVENESS ASSESSME NT	TARGET ING	POSITI ONING	AUDIT
MARKETING MIX				
PRODUCT MANAGEME NT	**PRICE POLICY**	**DISTRI BUTION**	**PROMOTI ON MIX**	OPERATIONAL CONTROLLING

STRATEGIC ANALYSES

➢ FAR AWAY MARKET ENVIRONMENT
     ➢ GLOBAL
     ➢ CONTINENTAL
         ➢ EU
         ➢ REST
     ➢ COUNTRYWIDE
     ➢ REGIONAL
➢ VARIANTS
     ➢ PEST
     ➢ STEP

STRATEGIC ANALYSES

➢ELEMENTS
  ➢POLITICAL AND LEGAL
  ➢ECONOMIC AND DEMOGRAPHIC
  ➢SOCIAL AND CULTURAL
  ➢TECHNOLOGIC AND ECOLOGIC

➢PEST versus STEP

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT　PEST	
NEAR MARKET ENVIRONMENT　SWOT	
CONSUMER BEHAVIOR ANALYSIS	

➤Relative
➤Dynamics - tendency
➤Straightforward
➤Checklists
➤Points
➤**Decision recommendation formulation rules**

SEGMEN TATION	ATTRAC TIVENESS ASSESSME NT	TARGET ING	POSITI ONING		AUDIT
		MARKETING MIX			
PRODUCT MANAGEME NT	**PRICE POLICY**	DISTRI BUTION	PROMOTI ON MIX		OPERATIONAL CONTROLLING

NEAR MARKET ENVIRONMENT
SWOT

- ➢ WEAK SIGNALS
- ➢ STRONG SIGNALS
- ➢ STATE OF ART MONITORING
- ➢ TENDENCY ANALYSIS
- ➢ TENDENCY EXTRAPOLATION
- ➢ INTEGRATION WITH CONSTRAINS (INSIDE AND OUTSIDE)
- ➢ INTEGRATION WITH OTHER ANALYSES RESULTS

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT **PEST**				
NEAR MARKET ENVIRONMENT **SWOT** ➤Porter approach ➤Additionally ➤Opinion agencies				
CONSUMER BEHAVIOR ANALYSIS				
SEGMEN TATION	ATTRAC TIVENESS ASSESSME NT	TARGET ING	POSITI ONING	AUDIT
MARKETING MIX				
PRODUCT MANAGEME NT	**PRICE POLICY**	DISTRI BUTION	PROMOTI ON MIX	OPERATIONAL CONTROLLING

NEAR MARKET ENVIRONMENT
SWOT

➢ **ANALYSIS AREAS**
- ➢ COMPETITORS
- ➢ SUPPLIERS
- ➢ BUYERS
- ➢ SUBSTITUTES
- ➢ DISTRIBUTION CHANNELS
- ➢ OPINION CREATION CENTERS

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT PEST				
NEAR MARKET ENVIRONMENT SWOT				**STRATEGIC CONTROLLING**
CONSUMER BEHAVIOR ANALYSIS ➢Needs Pyramid ➢Descriptive approach				
SEGMEN TATION	ATTRAC TIVENESS ASSESSME NT	TARGET ING	POSITI ONING	**AUDIT**
MARKETING MIX				
PRODUCT MANAGEME NT	**PRICE POLICY**	**DISTRI BUTION**	**PROMOTI ON MIX**	**OPERATIONAL CONTROLLING**

What is a Market

A market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want

—Kotler, Marketing Management

Market Definition

Product 1

Technology A

Customer-Need Set 1
(Market 1)

Customer-Need Set 2
(Market 2)
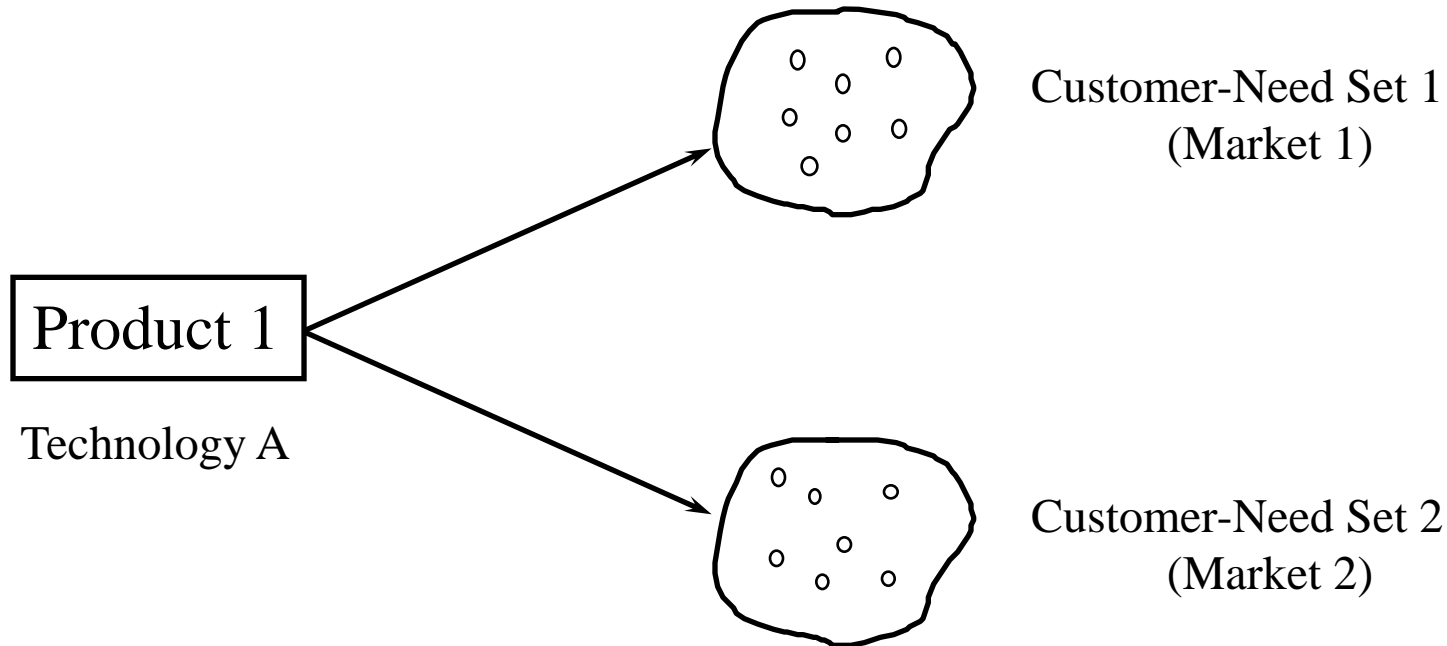
⇨ **Common customer needs define a market *not* a product**

Implications

1. **Segmentation reflects common customer needs**

2. **Those common needs may be satisfied by similar or dissimilar technologies or have different solutions**

Example: Customer dissatisfaction at long delays at supermarket checkout

Solution 1: Faster UPC scanner systems
Solution 2: Entertainment/Sales systems on checkout lines

Why is Market (Segment) Definition Important?

Helps define….

➢ **Strategy**
What to focus on?

➢ **Resource allocation**
How much/where/when?

➢ **Feedback/performance measurement**
How well are we doing?
How can we learn from our actions?

SEGMENTATION ANALYSIS

➢ **SEGMENTATION – GROUP OR CLASSIFY CONSUMERS**

➢ **SEGMENT ATTRACTIVENESS ASSESSMENT**

➢ **TARGET SEGMENTS (MARKETS) SELECTION – TARGETING**

➢ **POSITIONING**

Why Segment?

Better Matching of Customer Needs

➢ **Customer needs differ** hence allows improved customer satisfaction

Enhanced Profits

➢ **By segmenting, price differentials can be introduced and overall profits raised**

Enhanced Growth & Retention

➢ **Airlines not segmented cabins or car manufacturers didn't offer full range then customers would have been taken by competitors**

Opportunities and Threats

➢ **Changing needs creates new markets/segments**

➢ **Ignoring segments: motorcycle manufacturers ignoring mopeds**

Targeted Marketing Mix

➢ **Easier to get mix right to maximise the potential with a particular segment than get it right in the mass market**

Market Share

➢ **Brand power within a particular niche/segment allows smaller competitors to compete**

TO UNDERSTAND CONSUMERS

➢**WHO BUYS**

➢**HOW BUYS**

➢**WHERE BUYS**

➢**WHEN BUYS**

➢**WHAT CRITERIA WHEN BUYING (DECISION MAKING PROCESS)**

SEGMENTATION ANALYSIS

➢ SEGMENTATION:

　➢ SEGMENTATION CHARACTERISTICS CHOICE

➢ GROUPING OF CONSUMERS

　➢ *A PRORI* – DISCRIMINATION

　➢ *POST HOC* – CLASSIFICATION

➢ GROUPS ANALYSIS

➢ SEGMENT ATTRACTIVENESS ASSESSMENT

SEGMENTATION ANALYSIS

- ONE VARIABLE SEGMENTATION (DISCRIMINATION)
  - STRAIGHTFORWARD
  - LIMITED PRECISION
- MULTI VARIABLE SEGMENTATION (CLASSIFICATION)
  - INCREASED PRECISION OF CLIENT DESCRIPTION
  - POSSIBLE MORE ADEQUATE MARKETING MIX
  - DOWNSIDE – INCREASE OF SEGMENTS NUMBER WITH DECREASE OF SEGMENT SIZE

Bases for Defining Markets (Segments)

- ➢ **Preferences**

- ➢ **Price Sensitivity**

- ➢ **Usage**

- ➢ **Attitudes**

- ➢ **Demographics**

Demographic and Psychographic: Examples

➢ **Demographics**

  ➢Age, Sex, Education, Income, Race

➢ **Buying Style**

  ➢Brand loyal, Shop around, Style conscious

➢ **Attitude Interest and Opinion**

  ➢Quiet, Intellectual, Exercised, Well Dressed

Bases for Defining Markets

➢ **Effectiveness of Demographic and Psychographic features for explaining Brand and category preference**

   ➢ **Sample 52 product categories, 20 000 respondents**

➢ **Results:**

      ➢ **Effects are weak to moderate association with product use**

      ➢ **Effects are similar across brands in same product category**

      ➢ **Effects differ across product categories**

      ➢ **Not useful in predicting relative brand preference**

Bases for Defining Markets

➢ DEMOGRAPHIC **variables such as age, income, and social class are considered like descriptors of people that cut across use situations. (Allenby et al, Market Research, 2002)**

➢ Example:
  ➢ Younger people more likely to use new brands (beer)
  ➢ Rich people buy innovative products more often than poor people do

Which Segments to Serve?
— Segment Attractiveness Criteria

Criterion	Examples of Considerations
I. *Size and Growth*	
1. Size	• Market potential, current market penetration
2. Growth	• Past growth forecasts of technology change
II. *Structural Characteristics*	
3. Competition	• Barriers to entry, barriers to exit, position of competitors, ability to retaliate
4. Segment saturation	• Gaps in the market
5. Protectability	• Patentability of products, barriers to entry
6. Environmental risk	• Economic, political, and technological change
III. *Product-Market Fit*	
7. Fit	• Coherence with company's strengths and image
8. Relationships with segments	• Synergy, cost interactions, image transfers, cannibalization
9. Profitability	• Entry costs, margin levels, return on investment

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT PEST				
NEAR MARKET ENVIRONMENT SWOT				**STRATEGIC CONTROLLING**
CONSUMER BEHAVIOR ANALYSIS				
SEGMENT ATION	SEGMENT ATTRACTIVE-NESS ASSESSMENT	**TARGET ING**	**POSITI ONING**	**AUDIT**
	MARKET			
PRODUCT MANAGEME NT	**PRICE POLICY**			RATIONAL CONTROLLING

> ➢ **Cost of offer (marketing mix)**
> ➢ **Necessity of choice**
> ➢ **Attractiveness criteria**
>   ➢ **Ability to serve**
>   ➢ **SWOT**
>   ➢ **S – common language**

Order of Entry

➢ Numerous studies provide evidence for pioneering advantage. In general:

  ➢ Early followers can get no more than 60% of pioneer's market share

  ➢ Late followers can achieve at most 40% of that achieved by pioneer

➢ Also, asymmetries in marketing mix due to order of entry have been reported (Bowman et al, 1996):

  ➢ Market response to price is lower for late entrants (all else equal)

  ➢ Market response to promotion expenditures of non-durables are lower for late entrants

SEGMENTATION ANALYSIS

➢ SEGMENTS ARE TO BE:
  ➢ MEASURABLE (SALES POTENTIAL, COST AND PROFIT)
  ➢ LARGE – LARGE ENOUGH TO COVER ADDITIONAL COSTS WITH ADDITIONAL TRANSACTIONS
  ➢ APPROACHABLE
    ➢ TECHNICALLY, TECHNOLOGICALLY
    ➢ FINANCIALLY
    ➢ LEGALLY (REGULATED)
  ➢ STABLE

TARGETING

➢ **TARGET SEGMENTS SELECTION – TARGETING**

   ➢ **CONCENTRATION ON ONE SEGMENT WITH ONE PRODUCT**

   ➢ **ONE PRODUCT OFFERED TO MANY SEGMENTS (MODIFICATION)**

   ➢ **FULL MARKETING MIX (MANY PRODUCTS) ADDRESSED TOWARD MANY SEGMENTS**

ALTERNATIVE STRATEGIES OF TARGETING

➢MULTI SEGMENT

➢CONCENTRATION

MARKETING MANAGEMENT MATRIX

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PRODUCT MANAGEME NT	PRICE POLICY	DISTRI BUTION	PROMOTI ON MIX	OPERATIONAL CONTROLLING

➤Grouping procedure
  ➤Discrimination – one characteristics
  ➤Classification – many characteristics

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT **PEST**				**STRATEGIC CONTROLLING**
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CONSUMER BEHAVIOR ANALYSIS				
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PRODUCT MANAGEME NT	PRICE POLICY	DISTRI BUTION	PROMOTI ON MIX	OPERATIONAL CONTROLLING

➤ One – specialization
➤ Several – business security
➤ One product (MIX)
➤ Several products (full MIX)

MARKETING MANAGEMENT MATRIX

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PRODUCT MANAGEME NT	**PRICE POLICY**	**DISTRI BUTION**		

> ➤**Conditions**
> > ➤**Existing position**
> > ➤**Possibility to reposition**
> ➤**Price decision**
> ➤**Quality decision**
> ➤**Political decision**
> > ➤**Image**
> ➤**Comparable Marge (profitability)**

POSITIONING

- DECISION WHERE (AND HOW) TO LOCATE OFFER (PRODUCT) IN TARGET SEGMENT

- UNDERSTAND CONSUMER PERCEPTION PROCESS (CRITERIA)

- TO TRANSLATE CONSUMER NEEDS AND WANTS INTO MARKETING MIX DECISIONS

POSITIONING

➢ **!!!! POSITIONING IS BEING DONE IN CONSUMER HEAD (MIND) AND NOT (SOLELY) AS A RESULT OF THE POSITIONING DECISION**

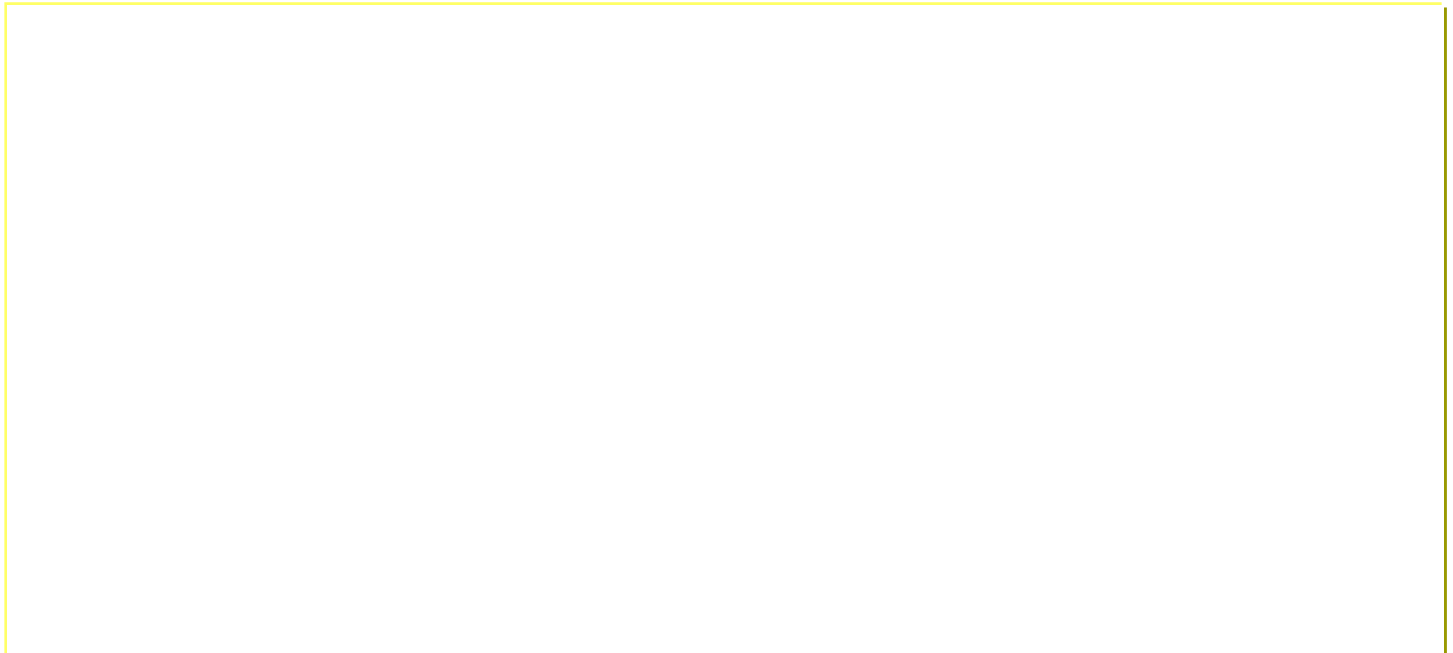➢**!!!! POSITIONING IS BEING DONE WITH EVERY SINGLE ACTION OF THE FIRM**

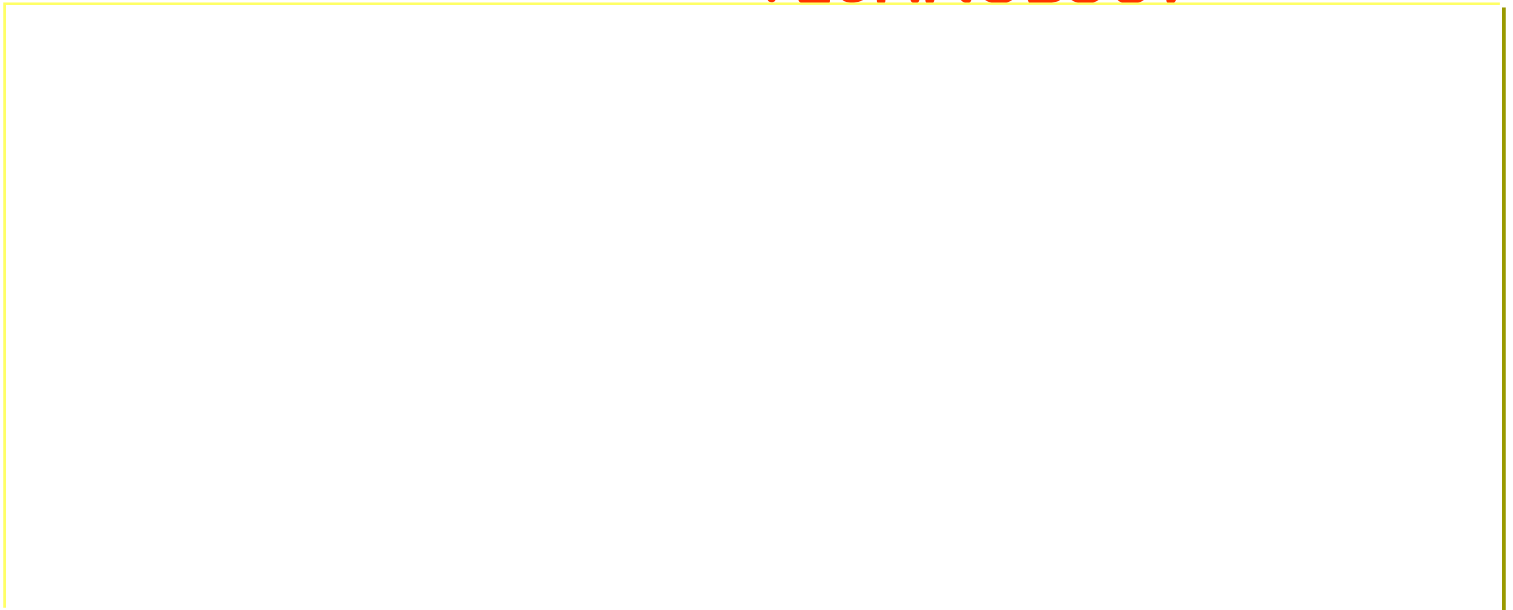# ALTERNATIVE POSITIONING STRATEGIES
– LEADER OF:
QUALITY
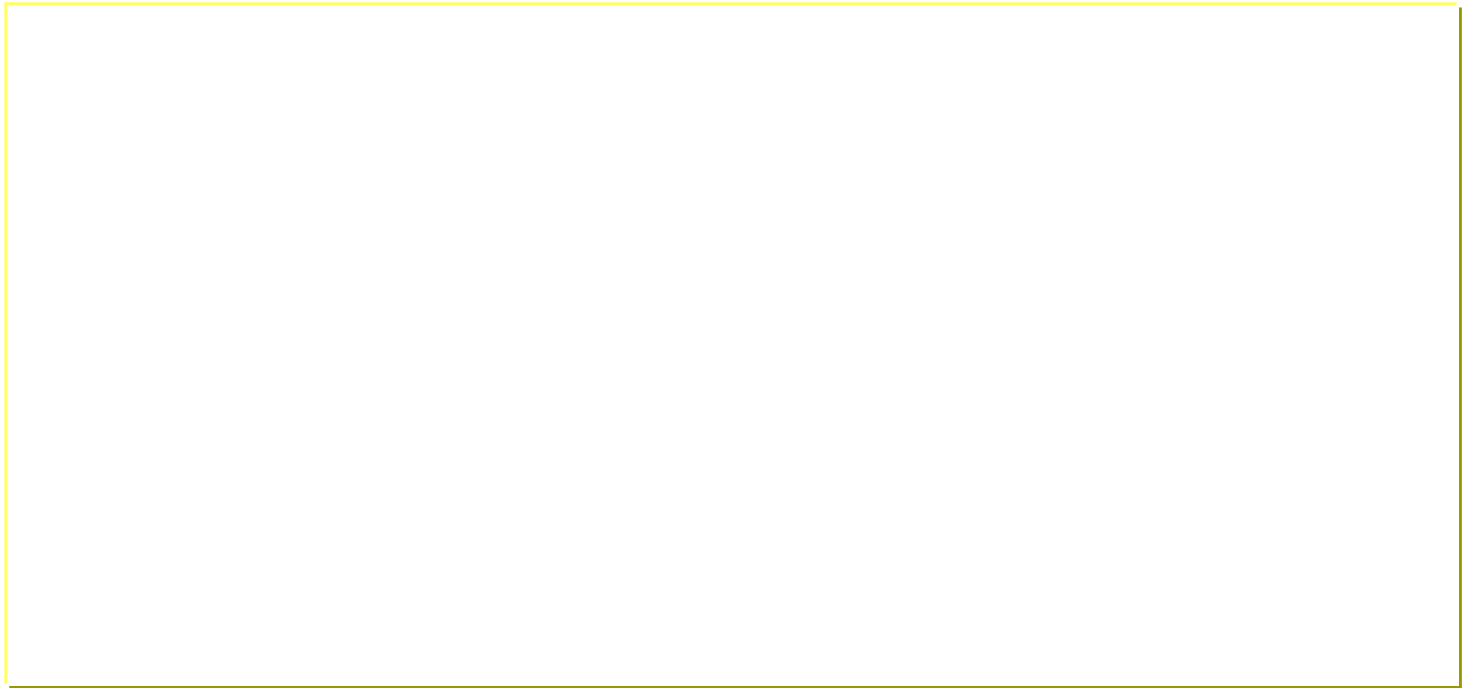
ALTERNATIVE POSITIONING STRATEGIES
–   LEADER OF:
QUALITY
SERVICE
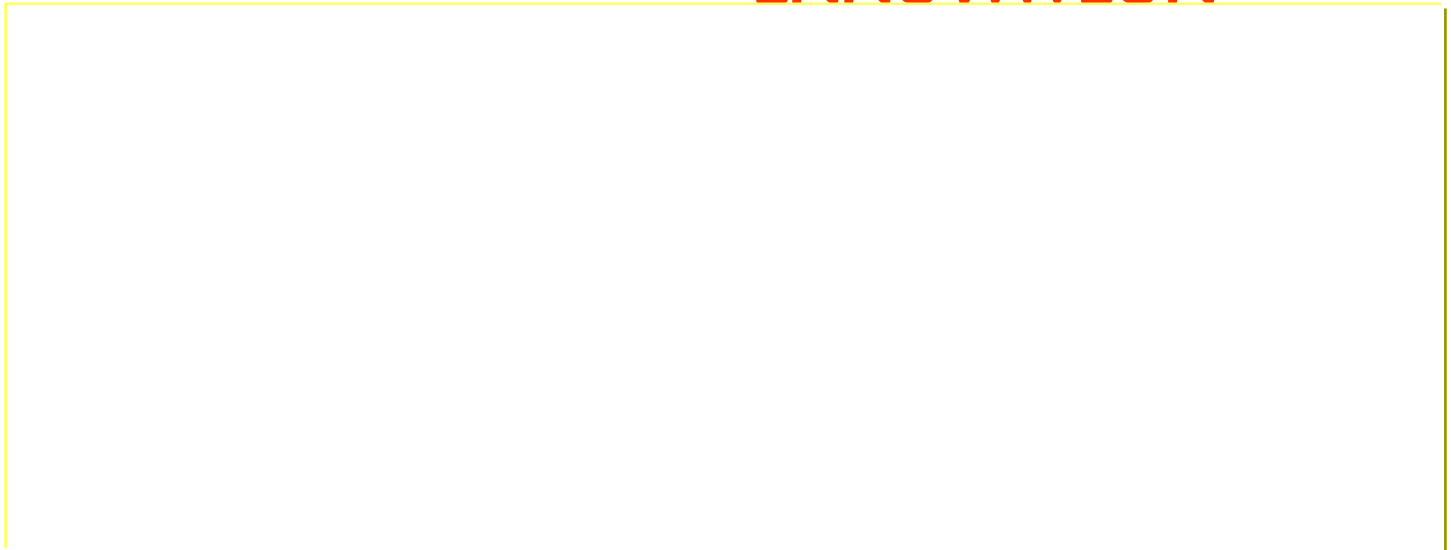
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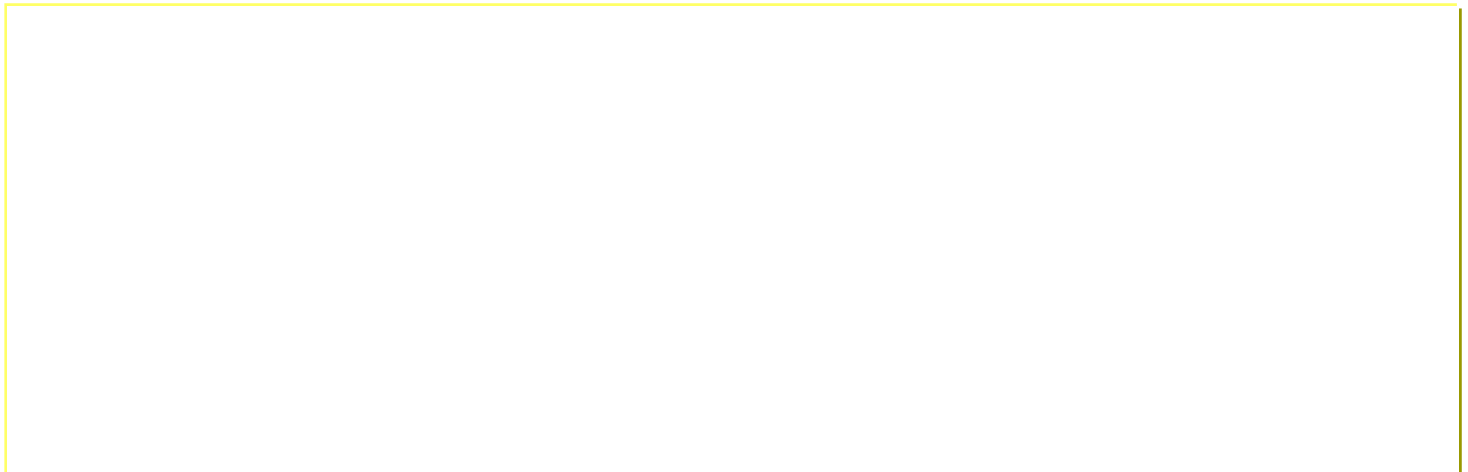
QUALITY
SERVICE
TECHNOLOGY

ALTERNATIVE POSITIONING STRATEGIES

–   LEADER OF

QUALITY

SERVICE

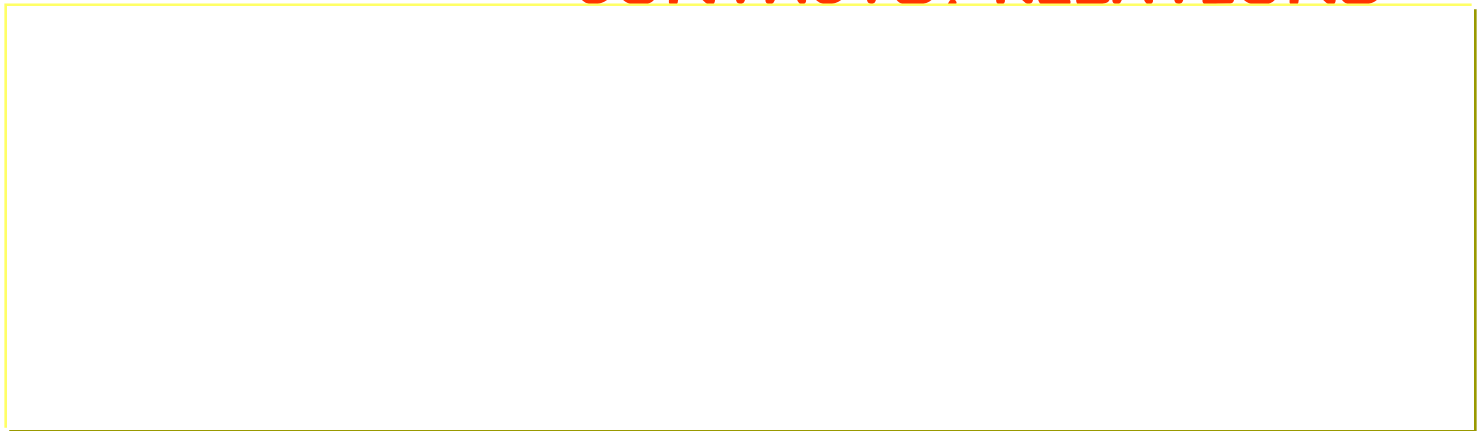TECHNOLOGY

INNOVATION

ALTERNATIVE POSITIONING STRATEGIES

–   LEADER OF

QUALITY
SERVICE
TECHNOLOGY
INNOVATION
ELASTICITY

ALTERNATIVE POSITIONING STRATEGIES
–   LEADER OF

QUALITY

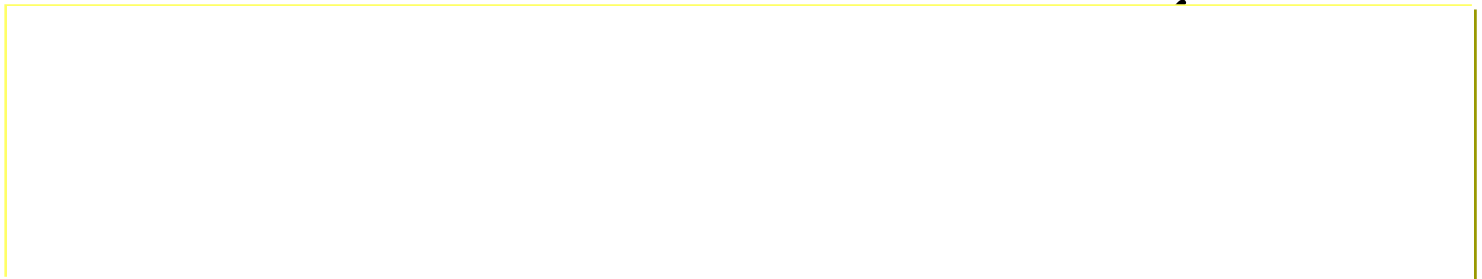SERVICE

TECHNOLOGY

INNOVATION

ELASTICITY

CONTACTS, RELATIONS

ALTERNATIVE POSITIONING STRATEGIES

– LEADER OF

QUALITY

SERVICE

TECHNOLOGY

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ELASTICITY

CONTACTS, RELATIONS

PRESTIGE

ALTERNATIVE POSITIONING STRATEGIES

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ELASTICITY

CONTACTS, RELATIONS

PRESTIGE

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ALTERNATIVE POSITIONING STRATEGIES
– LEADER OF

QUALITY

SERVICE

TECHNOLOGY

INNOVATION

ELASTICITY

CONTACTS, RELATIONS

PRESTIGE

KNOWLEDGE

PRICE

CHEAPEST

MOST EXPENSIVE

ALTERNATIVE POSITIONING STRATEGIES
–   LEADER OF

QUALITY

SERVICE

TECHNOLOGY

INNOVATION

ELASTICITY

CONTACTS, RELATIONS

PRESTIGE

KNOWLEDGE

PRICE

CHEAPEST

MOST EXPENSIVE

VALUE (QUANTITY/PRICE)

ALTERNATIVE POSITIONING STRATEGIES

– LEADER OF

QUALITY
SERVICE
TECHNOLOGY
INNOVATION
ELASTICITY
CONTACTS, RELATIONS
PRESTIGE
KNOWLEDGE
PRICE
CHEAPEST
MOST EXPENSIVE
VALUE (QUANTITY/PRICE)
GLOBAL

Slajd 240

Starting with page 241 more on segmentation

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT **PEST**				
NEAR MARKET ENVIRONMENT **SWOT**				**STRATEGIC CONTROLLING**
CONSUMER BEHAVIOR ANALYSIS				
SEGMEN TATION	**ATTRAC TIVENESS ASSESSME NT**	**TARGET ING**	**POSITI ONING**	**AUDIT**
PRODUCT MANAGEME NT				...IONAL ...LLING

> **Marketing Strategy**
>> **What?**
>> **Product – segment**
>> **Segment – product**
>>> **SAU – strategic activity unit**
>>> **BU – business unit**
>> **50% probability of success**
> **Paper versus virtual form**

ALTERNATIVE MARKETING STRATEGIES

ONE MAY DEFINE DIVERSE BASES FOR STRATEGY FORMULATION

- ➢ PROFIT (volume; rate),
- ➢ MARKET SHARE,
- ➢ SALES (volume),
- ➢ GROWTH,
- ➢ PRODUCT CREATION WHICH IS ROBUST AGAINST ACTIONS OF COMPETITORS

MARKETING MANAGEMENT MATRIX

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PRODUCT MANAGEME NT	**PRICE POLICY**	**DISTRI BUTION**	**PROMOTI ON MIX**	**OPERATIONAL CONTROLLING**

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT PEST				
NEAR MARKET ENVIRONMENT SWOT				STRATEGIC CONTROLLING
CONS				
SEGMENTATION			NT	AUDIT
MARKETING MIX				
PRODUCT MANAGEMENT	PRICE POLICY	DISTRIBUTION	PROMOTION MIX	OPERATIONAL CONTROLLING

➤Marketing Plan
   ➤How?
   ➤Marketing Mix
      ➤Product Policy
      ➤Price Policy
      ➤Distribution Policy
      ➤Communication Policy – Promotion Mix

MARKETING MANAGEMENT MATRIX

FAR AWAY MA...				
NEAR MARKE...			C ...NG
CONSUMER...				
SEGMEN TATION	A... TIW... ASS...			
PRODUCT MANAGEME NT	PRICE POLICY	DISTRI BUTION	PROMOTION MIX	OPERATIONAL CONTROLLING

➤Communication Policy – Promotion Mix
　➤Advertisement
　　➤Electronic
　　　➤Television
　　　➤Radio
　　　➤Internet
　　　➤Cinema
　　➤Paper
　　　➤Newspaper
　　　➤Journal (periodicals)
　　　➤Flyers etc.
　　➤Outdoor
　　　➤Billboards
　　　➤Transportation agents
　　　➤Buildings
　　　➤Banners

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT **PEST**		
NEAR MARKET ENVIRONMENT **SWOT**		STRATEGIC CONTROLLING
CONSU...		
SEGMEN TATION		...DIT
PRODUCT MANAGEME NT	PRICE POLICY	DISTRI BUTION	PROMOTION MIX	OPERATIONAL CONTROLLING

➤ **Communication Policy – Promotion Mix**
➤ **Advertisement**
  ➤ **ATL – Above the line**
  ➤ **BTL – Below the line**
➤ **Personal selling**
➤ **Sales promotion – bonus sales**
➤ **Image Promotion**
  ➤ **Sponsoring**
  ➤ **Public relations**
  ➤ **Publicity**

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT PEST	
NEAR MARKET ENVIRONMENT SWOT	**STRATEGIC CONTROLLING**
CONSUMER BEHAVIOR ANALYSIS	

MARKETING AUDIT
- OCCASIONAL
- COMPLEX
- OUTSIDE EYE

MARKETING AUDIT

		MARKETING MIX		
PRODUCT MANAGEMENT	**PRICE POLICY**	**DISTRIBUTION**	**PROMOTION MIX**	**OPERATIONAL CONTROLLING**

OPERATIVE MARKETING CONTROLLING

➢ **OPERATIVE MARKETING CONTROLLING**

   ➢ SETTING STANDARDS (PLANS, GOALS)   **S**

   ➢ MEASUREMENT OF THE QUALITY OF WORK (MONITORING)   **M**

   ➢ STATING (MEASURING) THE GAPS

$$R = S - M = O+; O-$$

   ➢ CORRECTIVE DECISIONS   **DK=KS; KO**

MARKETING MANAGEMENT MATRIX

FAR AWAY MARKET ENVIRONMENT PEST	
NEAR MARKET ENVIRONMENT SWOT	**STRATEGIC CONTROLLING**
CONS...	
SEGME... TATION	AUDIT

> ➤**Operative Controlling**
> > ➤**Sales data analysis**
> > > ➤**Customer Orientation? – Surely?**
> > ➤**Cost Analysis**
> > > ➤**Marketing based analysis of costs**
> > > ➤**Analysis of marketing costs**
> > > ➤**Total versus direct costs**
> > ➤**Project management techniques**
> > > ➤**PERT**
> > > ➤**GANT**

PRODUCT MANAGEMENT	PRICE POLICY	DISTRIBUTION	PROMOTION MIX		OPERATIVE MARKETING CONTROLLING

MARKETING STRATEGY. DOCUMENT STRUCTURE:
IDENTIFICATION INFORMATION
TITLE PAGE,
TOPIC (TITLE),
PLACE, DATE,
USER NAME,
WHO PREPARED,
CONTENT,
MANAGERIAL SUMMARY,
MAIN BODY
INTRODUCTION,
STRATEGIC MARKETING GOALS,
TACTIC MARKETING GOALS,
OPERATIVE MARKETING GOALS,
ASSUMPTIONS FOR MARKETING PLAN,
RECOMMENDATIONS (SUGGESTIONS);
APPENDICES

PROCEDURE

➢ ANALYSIS
  - ➢ STRATEGIC
  - ➢ OPERATIVE
  - ➢ CONTROL
➢ MARKETING PLANNING
  - ➢ STRATEGY FORMULATION
  - ➢ OPERATIVE PLAN FORMULATION
➢ IMPLEMENTATION
➢ CONTROL

DZIĘKUJĘ ZA UWAGĘ
THANK YOU FOR YOUR KIND ATTENTION