

Marketing Plan

Chapters 1-4

This assignment will address the development of a marketing plan for your company.

Chapter 1:

This chapter lays the foundation for your group's marketing plan. You should, as closely as possible, at this point, try and define what your company is going to 'look' like. I realize that as you go proceed and develop your company that you may want to modify this information some. You may choose to set up as an E-business if you wish . In chapter 14, you will find information to help you with your E-business

You should include a basic description of your company. You will need to discuss the type of company (service, product, retail, wholesale), what needs, wants and demands your company will satisfy. Include the appropriate marketing management philosophy that you believe will guide your company. Address any marketing challenges that you might anticipate. Don't forget to tell me WHY it is so!!

Chapter 2:

Define your company mission, goals and objectives. Analyze your current business portfolio (hint: you should not start a new business with any dogs!) from the standpoint of the BCG only. Include a brief overview of who your target market is and a superficial scan of the marketing mix. You will get into depth on the target market and the marketing mix in later chapters.

Chapter 3:

This chapter covers the environments that the company functions in. Define in detail both the microenvironments and the macroenvironments and how they impact YOUR company.

Chapter 4: Managing Marketing Information:

This chapter explains the importance of information and marketing research in your company. Explain what information (both primary and secondary) you need and how you will go about obtaining it.

Company

Chapters 5-7

This part of your company will explore the marketing opportunities and strategies that you will need to identify to make your company successful.

Chapter 5:

Consumer and Business buying behavior:

This chapter presents one of the most important aspects of marketing....determining who your

customers are and what factors influence them to purchase the products that they buy. Identify the characteristics affecting consumer behavior and which ones apply to your company and why. What types of buying decisions are involved in your company? Utilizing the buyer decision process look to the five stages and give examples of how your consumer would make their buying decisions. Where would your consumer be in the adoption process and the category of innovativeness.

If your business is focusing on supplying products to other businesses then you need to address the issues in this chapter. Please include the following:

What types of buying situations will your customers make?

What are the major influences on your business buyer?

What is the business buying process and where does your company fit in?

Will some of your customers be institutional or governments?

Chapter 6:

Market Segmentation, Targeting, and Positioning:

This chapter along with chapter 6 helps direct the business in identifying the market segments and the market coverage strategy that will lead to success. What type of market segmentation will your company follow? You can segment a market in various ways. Which ones will you use and why; what characteristics are you going to look at most closely?

Market targeting looks at the various segments of the companies market and helps the company decide how many and which ones to serve. How are you going to target these segments? What positioning strategy are you going to use?

Chapter 7:

Product and Services Strategy:

This chapter begins the section on products and the classification of products and services. Go into detail on the levels of your product and which level (s) you think are going to be the most important to your consumer. What are your products classifications and why? What are your product decisions and what type of branding are you going to do? What are your product line decisions as well as your product mix decisions? If you are marketing a service you need to go into detail in this chapter about your services.

Company

Chapters 8-10

These chapters will help you to develop the market mix of your company focusing on the products and the development of these products.

Chapter 8:

New-Product Development and Product Life-Cycles Strategies:

This chapter focuses on the development of new-product ideas. Define the steps involved in the new-product development process and where your company fits into this. Products, like people, have a life cycle. They are born, grow-up, mature, and eventually die. Discuss the product life cycle and where your products are in this cycle.

Chapter 9:

Pricing Products: Pricing Considerations and Strategies:

Many internal and external factors influence the company's pricing decision. Identify these factors and how your consumer will decide if you have priced your products correctly. There are several general pricing approaches; which one (s) will you use and why?

Companies must design a pricing structure that covers all their products and a variety of constantly changing conditions. Two primary strategies are discussed in this chapter. Which one will you use? There are product mix-pricing strategies as well as price-adjustment strategies. Discuss these and how they apply to your company.

Chapter 10:

Marketing Channels and Supply Chain Management:

Distribution channels are identified as being a set of independent organizations involved in the process of making a product or service available for use or consumption by the consumer or business. This chapter is more difficult for you to actually give examples of how distribution channels and logistics management are applied to your company. You should be able to describe the kinds of horizontal and vertical channel conflicts that might occur in your company. You also should be able to address which of the three distribution strategies that you would use as well as discussing disintermediation.

Company

Chapters 11-13

These chapters look to the place of the marketing mix. How and where products are made available to the consumer.

Chapter 11:

Retailing and Wholesaling:

Retailing and wholesaling consist of many organizations bringing good and services from the point of production to the point of use. Retailing decisions involve the constant search for new marketing strategies to attract and hold customers. Discuss which strategies are best for your company. What are the different types of retailing, both store and nonstore and why are they better suited to your products. How does the future of retailing impact you? If you are a wholesaler, what are the major groups and where do you 'fit' in.

Chapter 12:

Integrated Marketing Communications: Advertising, Sales Promotion, and Public Relations

Marketing calls for more than just developing a good product, pricing it attractively, and making it available to target customers. Companies must also communicate with their customers. This chapter addresses the marketing communication mix or the 4th. P of marketing; Promotion. Discuss in detail the promotional mix that you are going to use including the advantages and disadvantages. This chapter will be one of your longer chapters to relate to your company as most companies use a variety of promotional tools. Make sure that the type of promotions that you use directly relates to your market target and segmentation.

What type of advertising objectives are you seeking? Do not be concerned with your advertising budget or with actually developing an advertisement. Do address the style that you would use, the tone and the reach, frequency and impact. Discuss the types of sales promotion that you might/might not use. Public relations is the least used mass promotional communication tool that is used. Will you use it, how and why?

Chapter 13:

Integrated Marketing Communications: Personal Selling and Direct Marketing:

Will your company utilize personal selling and sales management. Why or why not? What are the principles of personal selling and how might it be used to help define your territory analysis and customer management?

There is more of a trend to move away from targeting broadly with standardized messages and marketing efforts. More companies are adopting direct marketing as a primary approach. How will you use direct marketing and online marketing in your company? What type of databases will you develop. Make sure that this database links with your target market and segmentation.

Company

Chapters 14-16

Chapter 14: Marketing in the Digital Age. You can get information for running an E- Business from this chapter.

Chapter 15:

The Global Marketplace:

We often think that we are not involved in the global marketplace but just take a look at a variety of products that you buy and use everyday. You will be amazed to find that many of your products are from outside of the U.S. How might your company be effected by the global marketplace? Granted, you will go into depth in these areas in International Marketing but you need to take a broad look at the world and see how international marketing could impact a small company.

Chapter 16:

Marketing and Society:

Social Responsibility and Marketing Ethics:

Marketing can have a positive and a negative impact on the environment that it interacts with. Identify some of the social criticisms that your company or products might be accused of. How would you deal with these and how might you have avoided the accusations in the first place?