

CHECK	%	SECTIONS	SUB-SECTIONS	SUMMARY CONTENTS
<input type="checkbox"/>	5%	Executive Summary		<ul style="list-style-type: none"> Not an introduction but an interesting and compelling summary.
<input type="checkbox"/>	20%	1. Situation Analysis	1.1. Problem Identification Name of Problem 1 Name of Problem 1 Name of Problem 1 1.2. Macro Environmental Analysis Political and Regulatory Environment Social Factors Cultural Trends Demographic Trends Economic Trends Natural Resources Technological Changes 1.3. Micro Environmental Analysis Company Company History Current Situation Product portfolio Suppliers 1.4. Competitor analysis 1.5. Customer analysis	<ul style="list-style-type: none"> The situation analysis describes the total marketing environment in which the company competes and the status of company products and distribution channels. Citation and use of relevant secondary or/and primary data sources. Quality not quantity of information + analysis of it.
<input type="checkbox"/>	10%	2. SWOT Analysis Summary	2.1.1. Strengths 2.1.2. Weaknesses 2.2.1. Opportunities 2.2.2. Threats	<ul style="list-style-type: none"> The SWOT analyzes the major external opportunities and threats to the company and the internal strengths and weaknesses of the company. Identified an important and original set of usable opportunities.
<input type="checkbox"/>	5%	3. Issue Analysis	3.1. Critical Success Factors 3.2. Alternatives 3.3. Evaluation of the Alternative 3.4. Recommendations	<ul style="list-style-type: none"> A discussion of key issues facing the company.
<input type="checkbox"/>	10%	4. Marketing Goals and Objectives		<ul style="list-style-type: none"> The goals and objectives section outlines major company goals and the marketing and financial objectives. Should be realistic. Linked to SWOT.
<input type="checkbox"/>	5%	5. Marketing Strategy	5.1. Define Strategy(ies)	<ul style="list-style-type: none"> The marketing strategy section provides the company's marketing strategy statement, summarizing the key target buyer description, competitive market segments the company will compete in, the unique positioning of the company and its products compared to the competition.
<input type="checkbox"/>	15%		5.2. Segments and Targets Analysis 5.2.1. Market Segmentation 5.2.2. Recommended Target Market(s) 5.3. Positioning.	Segmentation clearly defines segment characteristics, targets are made of combined characteristics, and Positioning is discussing potential attributes.
<input type="checkbox"/>	25%	6. Marketing Mix	6.1. Product Mix 6.2. Price Mix 6.3. Place Mix 6.4. Promotion Mix 6.5 People for Service Marketing Only 6.6 Process for Service MKG Only	<ul style="list-style-type: none"> The marketing mix presents the reasons why its products are unique or compelling to buyers, price strategy versus the competition, marketing spending strategy with advertising and promotion, and possible R&D and market research expenditure strategies.

□	5%	7. Schedules and Responsibilities	<ul style="list-style-type: none"> • What, When and who is doing it. • Description of an evaluation method or feedback management systems. 	<ul style="list-style-type: none"> • This section outlines each specific marketing event or action plan to increase sales. • For example, it may contain a summary of quarterly promotion and advertising plans, with spending, timing, and share or shipment goals for each program. • Tests/Research - what is planned for coming year and costs
□	Max 3% Extra if remarkable	8. References 9. Appendix	<ul style="list-style-type: none"> • Quotes, citations, reports, ... • Survey, analysis, other results, ... 	For instance; <ul style="list-style-type: none"> • Quality and pertinence of sources to the subject. • Skills in referencing and writing bibliography.

4Ps or MIX MARKETING

This section covers potential topics that MAY be covered in each of the Mix. The objective of this section is to answer the potential student question: “What shall we write about in the Product – Price – Place – Promotion – mix section of the marketing plan?”. The examples and the order may not be representative or for each marketing plan. This example follows closely the textbook for your convenience.

PRODUCT MIX

- Define the product: goods, services, ideas, persons, places, ...
- Define Products or services based on the amount of standardization and tangibility. For instance, is it an hybrid offer? If a service, define intangibility, variability, inseparability, and perishability issues related to your business.
- Define the product line: width, length, depth, and consistency (focus on your product do not do the entire firm)
- Define the different levels of product you offer. Core – Actual – and augmented.
- Define the product within its product class: consumer, industrial, convenience, shopping, and specialty.
- Explain the individual product decisions.
 - Product line Strategy: upward, downward or both ways
 - Attributes: such as quality, features, style and design
 - Branding: brand equity, brand name selection, brand name sponsor, brand strategy
 - Packaging: packaging concept (be and do for the product)
 - Labeling: labeling concept (identify-describe-promote)
 - Product Support Services: understand the current need and value of services
- Issues related to New-Product Development

PRICE MIX

- Pricing according to objectives: profit, market share, quality, survival, cost leadership, ...

- Pricing according to high level strategy: coordination of price decisions with other parts of the Mix (design, distribution, ...)
- Pricing according to demand and competition: how many competitors? How much control on price?
- General pricing approaches: cost, value, and competition
 - Product mix pricing strategies
 - Market-skimming pricing
 - Market-penetration pricing
 - Product line pricing
 - Optional pricing
 - Captive pricing
 - By-product pricing
 - Bundle pricing
 - Discount and Allowance policies
 - Segmented pricing
 - Psychological pricing
 - Promotional pricing
- Initiating and Responding to Price changes

DISTRIBUTION MIX

- Intermediary Policies and disintermediation
 - Direct or indirect channels: retailer, wholesaler, ...
 - Channel organization
 - Conventional/traditional channels
 - Vertical channels
 - Horizontal channels
 - Hybrid channels
- Channel Design
 - Identify service needs
 - Channel objectives
 - Identify channel alternatives: intensive, selective, and exclusive
 - Evaluate alternatives
- Channel management
- Monitoring and control
- Logistics decisions and functions

PROMOTION MIX

- Integrated Marketing communication
- Promotion mix strategies: pull or push
 - Advertising
 - Personal selling
 - Sales promotion
 - Public relations
 - Direct marketing

- Communication Plan
 - Identify target
 - Determine objectives: how many have seen messages?/How much sales after?
 - Design a message: AIDA + Content + Format
 - Choose Media + source: issues of reach, frequency, impact, and credibility.
 - Evaluate communication

- Determine your budget: 4 methods

Schedules and Responsibilities

This section is referencing the tasks that need to be completed for this marketing plan to be successful. In your case, you will not reference ALL the tasks but a few EXAMPLES to demonstrate that you have understood the process.

THESE ARE EXAMPLES ONLY!!					
DEPARTMENTS	AGENTS	TASKS	OBJECTIVES	TIMELINES	EVALUATIONS
Product Management	Brand Manager	Organize brand awareness communication plan	Support product introduction phase	June-July 2002	Directors review 1 st August 2002
Sales Management	Regional Sales Manager	New Product launch and display in 156 partner stores	Generates 6000 trials	November 2002	December 2002
Operation Management	Regional Process and ordering Agents	Delivery to Partner	Decrease delivery time and begin Just-in-time method	15 Aug. to 15 Oct. 2002	15 Sept. to 30 Oct. 2002 Organized by client portfolio, eg, Vons, Ralph, ...
Promotion	Sales and promo assistant	5000 coupons	Increase sales in low season	July 2002	August 2002 Compute redeemed coupons