



# Self reflective study



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**1. Exercise:** <https://wordwall.net/play/578/701/440>

**2. Exercise:** <https://wordwall.net/play/562/229/790>

**3. Exercise:** <https://wordwall.net/hu/resource/578561>





# Solution key



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## Marketing Strategy



## Swot



## Marketing plan







## **4. Exercise:**

Create a SWOT analysis about your business! Use this model and answer the questions!





# MY STRENGTHS

- What are our STRENGTHS?
- What are the strengths of your product or service (ie, high quality, unique, cost-effective, etc.)?
- How does your product or service compare to your competitors?





# MY WEAKNESSES

- What could we improve on? WEAKNESSES.
- Are there any aspects of your product or service which are weak?
- How does your product or service compare to your competitors?





# MY OPPORTUNITIES

- What OPPORTUNITIES are there?
- Which of your strengths are you not taking advantage of?
- Are there any trends in your market that you and your competitors are not catering to?
- Are there any gaps in your market that you could fill?
- Are there any additional uses for your product or service which you could draw attention to?







# MY THREATS

- What obstacles are there? THREATS.
- What is preventing you from implementing your marketing plan (i.e, money, time, resources, etc. – think about internal and external obstacles)?





## **5. Exercise:**

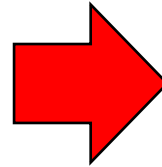
- In which ways can your rural business communicate its values and purposes?
- Use this template to guide you through writing your own marketing plan.





## Objectives

What are the objectives you want to achieve for your business (i.e., more sales, more customers, greater market share, etc. – try to be specific)?



## Objectives





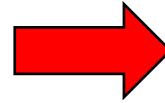
## Who are your customers?

Who are your existing customers?

What are their needs?

What motivates them to buy your offer or service?

Can you separate your customers into different groups of people with different needs or motivations?



## My customers



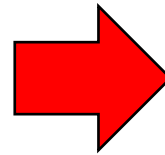
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**What products or services can we offer our target customers?**

What products or services can you offer each of your customer groups in order to achieve your objectives?



**My products or services**



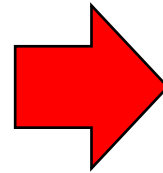
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**How can we encourage these people to take up the offer?**

What aspect of your product or service will be most attractive to each of your target customer groups?

Will you need to offer them an incentive to take up your offer?



**Customer incentive**





## Who are your competitors?

Who are your competitors (NB, think about your direct competitors – i.e., businesses who are selling a similar offer: and your indirect competitors – i.e., businesses with a totally different offer but who are competing for the same customers)?

Why might your customers or potential customers choose a competitors' their product or service over yours?



## My competitors





## How do we communicate our offer?

How can we reach each of our target customer groups with appealing information about our product or service (NB, think about the different ways they receive information – this will help you understand the best ways to market your offer to each customer group)?

Will it be cost-effective (i.e., will the investment justify the likely return on investment)?

Which is likely to be the most profitable marketing channel?



## Communication

