

Developing Marketing Strategies and Plans

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How does marketing affect customer •
? value

How is strategic planning carried out at •
? different levels of the organization

? What does a marketing plan include •

Three V's Approach to Marketing

- Define the value segment •
- Define the value proposition •
- Define the value network •

What is the Value Chain?

The **value chain** is a tool for identifying ways to create more customer value because every firm is a synthesis of primary and support activities performed to design, produce, market, deliver, and support its product.

Core Business Processes

- .Market-sensing process
- .New-offering realization process
- .Customer acquisition process
- .Customer relationship management process
- .Fulfillment management process

Characteristics of Core Competencies

- A source of competitive advantage •
- Applications in a wide variety of markets •
- Difficult to imitate •

Becoming a Vigilant Organization

- ? Can we learn from the past
- ? How should the present be evaluated
- ? What do we envision for the future

What is Holistic Marketing?

Holistic marketing sees itself as integrating the value exploration, value creation, and value delivery activities with the purpose of building long-term, mutually satisfying relationships and .coprosperity among key stakeholders

What is a Marketing Plan?

A **marketing plan** is the central instrument for directing and coordinating
.the marketing effort

It operates at a strategic and tactical
.level

Levels of a Marketing Plan

Strategic •

- Target marketing decisions •
- Value proposition •
- Analysis of marketing opportunities •

Tactical •

- Product features •
- Promotion •
- Merchandising •
- Pricing •
- Sales channels •
- Service •

Corporate Headquarters' Planning Activities

- Define the corporate mission •
- (Establish strategic business units (SBUs •
- Assign resources to each SBU •
- Assess growth opportunities •

Good Mission Statements

- Focus on a limited number of goals •
- Stress major policies and values •
- Define major competitive spheres •
- Take a long-term view •
- Short, memorable, meaningful •

Major Competitive Spheres

- Industry •
- Products •
- Competence •
- Market segment •
- Vertical channels •
- Geographic •

Thank you
Q & A