

# **Developing Marketing Strategies and Plans**

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# What we will learn?

- How is strategic planning carried out at
  - ? different levels of the organization
  - ? What does a marketing plan include

# Rubbermaid Commercial Products, Inc.

Our vision is to be the Global Market Share “  
Leader in each of the markets we serve. We  
will earn this leadership position by providing  
to our distributor and end-user customers  
and innovative, high-quality, cost- effective  
.productsresponsibleenvironmentally We  
will add value to these products by providing  
legendary customer service through our  
Uncompromising Commitment to Customer  
”.Satisfaction

# Motorola

The purpose of Motorola is to honorably “serve the needs of the community by providing products and services of superior quality at a fair price to our customers; to do this so as to earn an adequate profit which is required for the total enterprise to grow; and by doing so, provide the opportunity for our employees and shareholders to achieve their personal objectives”.

# eBay

We help people trade anything on earth. “  
We will continue to enhance the online  
trading experiences of all—collectors,  
dealers, small businesses, unique item  
seekers, bargain hunters, opportunity  
sellers, and browsers”

## Product Orientation vs. Market Orientation

Company	Product	Market
Missouri-Pacific Railroad	We run a railroad	We are a people-and-goods mover
Xerox	We make copying equipment	We improve office productivity
Standard Oil	We sell gasoline	We supply energy
Columbia Pictures	We make movies	We entertain people

# Dimensions that Define a Business

Customer groups •

Customer needs •

Technology •

# Characteristics of SBUs

- It is a single business or collection of related businesses
- It has its own set of competitors
- It has a responsible leader who is strategic for planning and profitability



# Ansoff's Product-Market Expansion Grid

- Market penetration strategy •
- Market development strategy •
- Product development strategy •
- Diversification strategy •

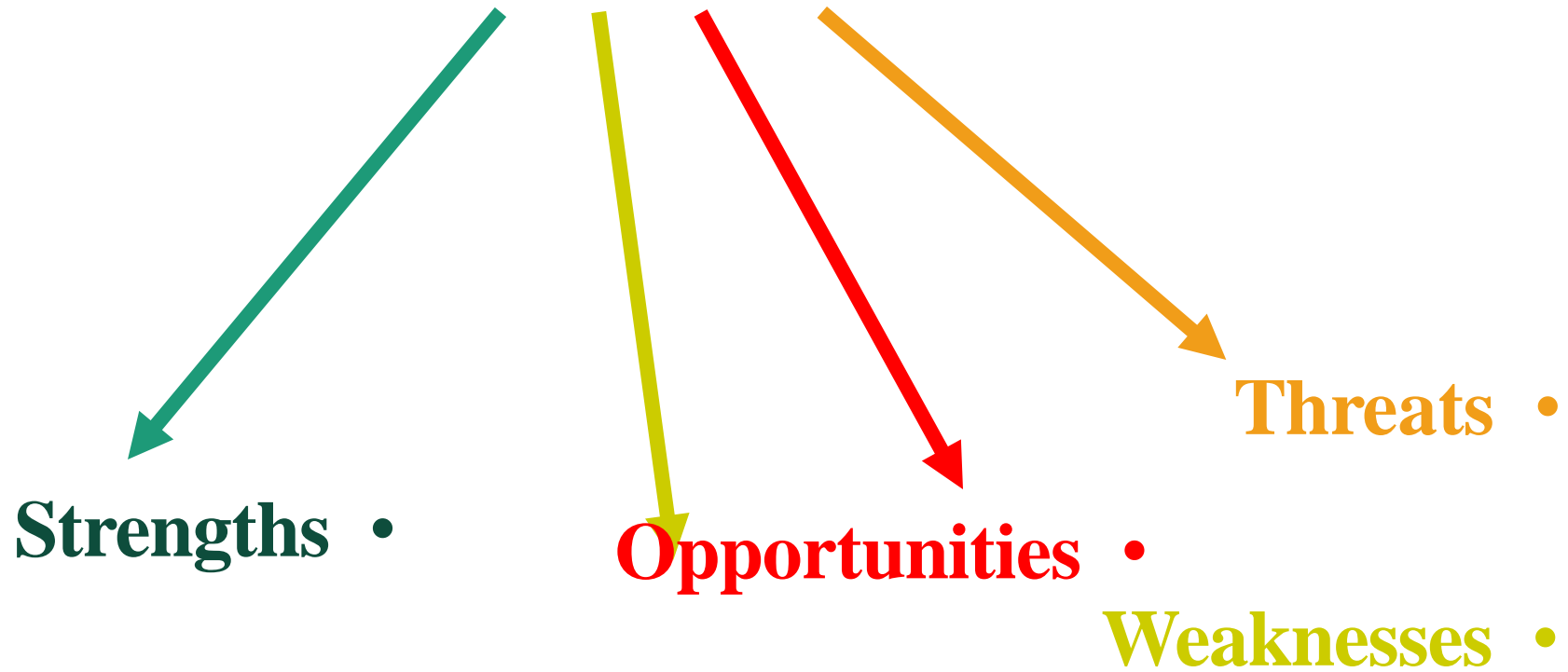
# ? What is Corporate Culture

**Corporate culture** is the shared experiences, stories, beliefs, and norms .that characterize an organization

# Tactics for Managing Change

- Avoid the innovation title for the team
- Use the buddy system
- Set the metrics in advance
- Aim for quick hits first
- Get data to back up your gut

# SWOT Analysis



# Market Opportunity Analysis (MOA)

- Can the opportunity be articulated convincingly to a defined target market
- Can the target market be located and reached with cost-effective media and trade channels
- Does the company possess or have access to the critical capabilities and resources needed to deliver the customer benefits

## (Market Opportunity Analysis (MOA (.cont)

Can the company deliver the benefits •  
better than any actual or potential  
? competitors

Will the financial rate of return meet or •  
exceed the company's required threshold  
? for investment

# Goal Formulation and MBO

- Unit's objectives must be hierarchical •
- Objectives should be quantitative •
- Goals should be realistic •
- Objectives must be consistent •

# Porter's Generic Strategies

- .Overall cost leadership •
- .Differentiation •
- .Focus •



# Categories of Marketing Alliances

- .Product or service alliance •
- .Promotional alliance •
- .Logistics alliances •
- .Pricing collaborations •

# Marketing Plan Contents

Executive summary ✓  
Table of contents ✓  
Situation analysis ✓  
Marketing strategy ✓  
Financial projections ✓  
Implementation controls ✓

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# Evaluating a Marketing Plan

- ? Is the plan simple ✓
- ? Is the plan specific ✓
- ? Is the plan realistic ✓
- ? Is the plan complete ✓

**Thank you**  
**Q & A**