

# Development of A Marketing Program

**Project Name:**

**Lead Researcher:**

<p><b>A. Planning Stage:</b></p>	<p>1. Identify and measure market segments:</p> <ul style="list-style-type: none"> <li>a) Identify total market, including size and growth</li> <li>b) Break market down into meaningful “business” segments, again including size and growth</li> <li>c) Identify (typical) customers in each segment</li> <li>d) Identify (typical) competitors in each segment, including profit and growth records of competitor.</li> </ul>
<p><b>Identify Market characteristics for each segment (through field research):</b></p>	<ul style="list-style-type: none"> <li>a) Identify end-user functional requirements(e.g., prestige, appeal)</li> <li>b) Identify end-user product requirements(types, extent of line, prices, quality, packaging service, product service, warranties, etc.)</li> <li>c) Determine end-user buying practices.</li> <li>d) Determine competitor marketing practices.</li> </ul>
<p><b>Determine major requirements for success in each segment:</b></p>	<ul style="list-style-type: none"> <li>a) Determine concept of the business or basic business policies.</li> <li>b) Determine product line.</li> <li>c) Plan marketing.</li> <li>d) Plan operations or production</li> <li>e) Plan engineering, research, and new product development.</li> </ul>
<p><b>Project the business and our company profit potential:</b></p>	<ul style="list-style-type: none"> <li>a) Project growth forces in the market(or lack of same).</li> <li>b) Project technical trends(including products/process obsolescence).</li> <li>c) Project competitive trends (including approaching saturation, population shifts, changes in merchandising, changes in buying habits).</li> <li>d) Project competitive trends(including capacity, vertical/horizontal integration).</li> <li>e) Make market and industry projections(physical units and dollar volume).</li> <li>f) Make projection of pricing climate(factors causing improvement or</li> </ul>

	<p>decline).</p> <p>g) Make a projection of “your share” of market attainable.</p> <p>h) Project costs, investment, return on investment(5-year pro forma</p>
<b>Develop Marketing objective and strategies:</b>	<p>a) Evaluate company objectives versus profit opportunities, company skills and resources, and company needs.</p> <p>b) Develop marketing objectives and strategies for each market segment.</p>
<b>B. Execution Stage</b>	<p>1. Determine Sales force requirements:</p> <p>a) Established customers: determine requirements in regard to frequency and types of calls, persuasive selling, technical service, etc.</p> <p>b) Potential customers: Indentify prime and secondary potential customers and their needs; determine requirements in regard to frequency and type of primary sales contacts; bird dogging.</p>
<b>Determine sales administration to facilitate above functions:</b>	<p>a) Decide upon a policy for determining sales “territories” and for distributing salesmen’s accounts.</p> <p>b) Develop sales organization and management.</p> <p>c) Plan method for sales compensation and for review of salesmen’s performance, quotas, or other standards; customer contact.</p> <p>d) Plan methods of stimulating salesmen.</p>
<b>Determine requirements for service to fill customer needs:</b>	<p>a) Plan for price and delivery quotations, order processing, scheduling, and expediting of deliveries, and order follow-up.</p> <p>b) Plan for technical service of product, if necessary.</p> <p>c) Plan for shipping and physical distribution.</p> <p>d) Plan for distruting sales correspndence, product information, and advertising literature.</p>

<p><b>Determine advertising and sales promotion requirements:</b></p>	<p>a) Advertising must reach both present and potential customers.</p>
<p><b>Determine marketing administration to facilitate above functions:</b></p>	<p>a) Market research determines market trends and forecasting, makes sales analyses, identifies prime prospects, analyzes competitors, and obtains trade intelligence.</p> <p>b) The marketing administration must work in conjunction with the developers of new products so that the new products can be marketed effectively.</p> <p>c) Plan for advertising and sales promotion.</p> <p>d) Positive pricing administration.</p> <p>e) Select distributors and/or dealers carefully.</p> <p>f) Recruit adequate personnel, then train them well, compensate them adequately, and frequently review their performance.</p> <p>g) Plan marketing budgets, cost controls, and inventory control.</p> <p>h) Plan to take care of both credits and collections.</p> <p>i) Evaluate trade association affiliations.</p> <p>j) Determine whether or not product or market managers can act as specialized assistants in marketing administration.</p> <p>k) Plan for the handling of national or multi-salesman accoiunts.</p> <p>l) Plan the total organization structure of marketing activities.</p>