



**TOURISM
INFRASTRUCTURE AND
ENTERPRISE
ZONE
AUTHORITY**

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FOR : JETRO NICOLAS F. LOZADA
Assistant Chief Operating Officer
Assets Management Sector

FROM : THE MANAGER
Business Development Department

SUBJECT : WORK INSTRUCTION on the FORMULATION OF A MARKETING PLAN


DATE : January 22, 2020

To complete the documentation of the processes of the Sales Division, we have prepared the work instruction of the Formulation of a Marketing Plan which serves as the roadmap or blueprint for the Sales Division in achieving the objective of financial viability and sustainability of TIEZA Operating Assets.

For your consideration and approval, Sir.

Thank you.


MA. EVELYNE A. FRANCISCO

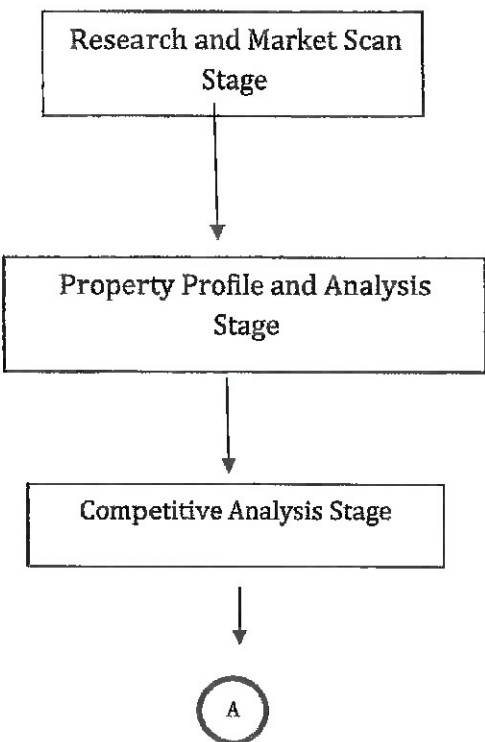
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	FORMULATION OF A MARKETING PLAN	Effectivity Date	
		Revision Level	1
	WORK INSTRUCTION	Document Code	

A. Scope

The procedure established in this Work Instruction identifies the progress of a Marketing Plan (MP) which serves as the roadmap or blueprint for the Sales Division in achieving the objective of financial viability and sustainability of TIEZA Operating Assets.

The Division Manager, Chief Marketing Specialist, Supervising Marketing Specialist, Senior Marketing Specialist and Marketing Analyst shall be responsible in crafting the Marketing Plan of her/his assigned TIEZA Operating Property. The complete process of formulating the said plan shall be carried out by the assigned person with the overall supervision of the Sales Division Manager.

B. Details

Responsible	Activity	Interface
Sales Division Manager, Chief Marketing Specialist, Supervising Marketing Specialist, Senior Marketing Specialist, Marketing Analyst	Start Box	
	 <pre> graph TD Start([Start Box]) --> RMS[Research and Market Scan Stage] RMS --> PPA[Property Profile and Analysis Stage] PPA --> CAS[Competitive Analysis Stage] CAS --> A((A)) </pre>	Detail 1
		Detail 2
		Detail 3

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TOURISM INFRASTRUCTURE AND ENTERPRISE ZONE AUTHORITY

FORMULATION OF A MARKETING PLAN

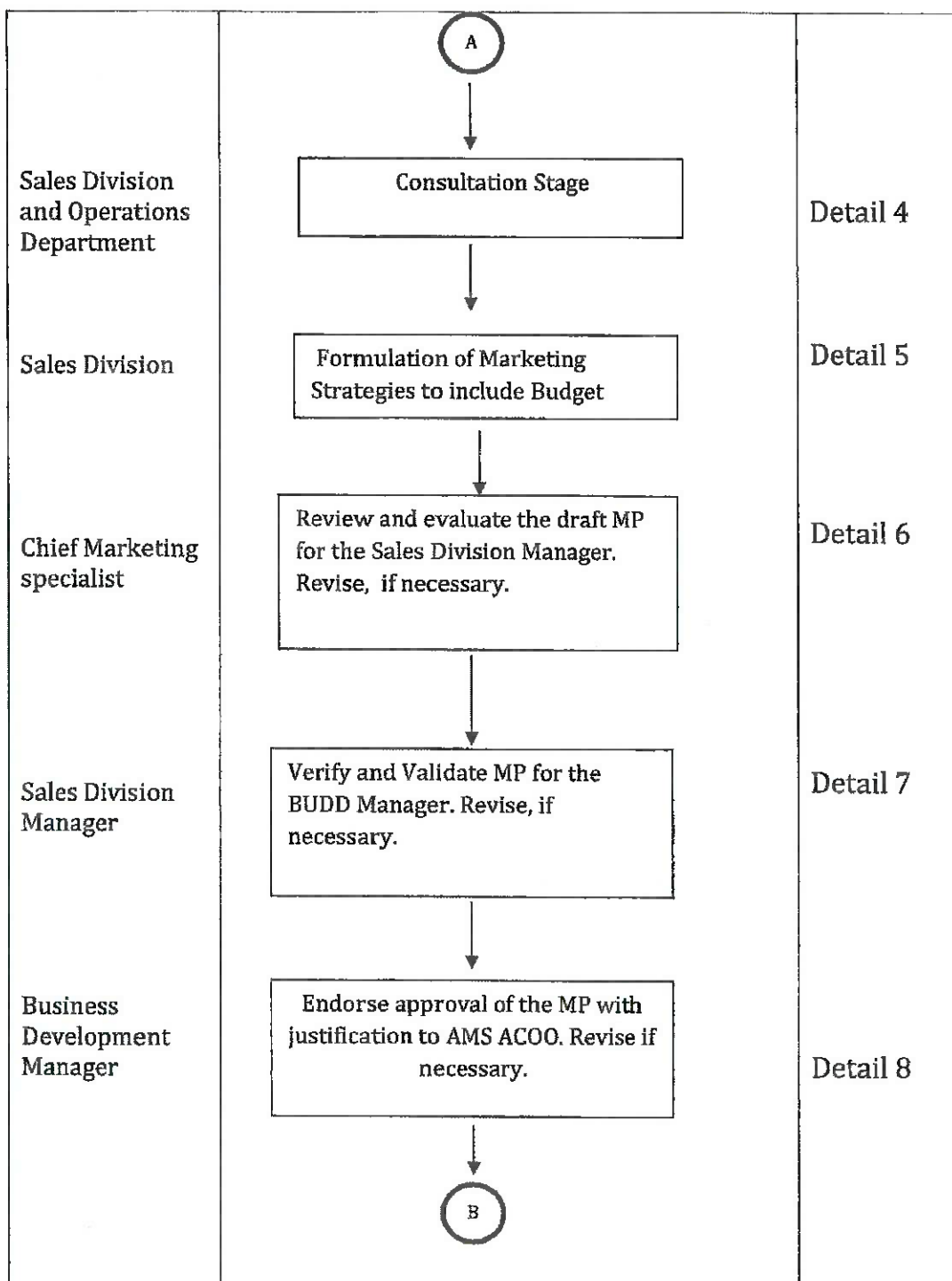
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1. Research and Market Scan Stage

Research shall be conducted from different sources to get tourism industry trends and situationer from global, national and regional perspectives. Statistics and indicators (economic, social and tourism) that may affect purchasing and travel behavior are needed to be able to get a picture on the real scenario of the industry as well as its prospects.

Research on tourism trends and statistics to be undertaken :

- A. Global and Asian Region (UNWTO, ASEANTA, PATA, etc)
- B. Philippine (DOT, NEDA, NSO
- C. Region where TIEZA's property belongs (LGU, regional offices of government offices, etc)

2. Property Profile

A. Portfolio Analysis

Current State of the Property

An updated list of facilities and amenities, operating hours, hotel policies and guidelines for guests and other information which may affect the services for clients contain the first part of the MP.

Coordination with Resident Manager (TIEZA Operating Property) may be done to check on specific information. This can also be the stage wherein the Sales Officer can have an initial consultation and brain storm with the Resident Manager of the plans and programs for the coming year in terms of marketing and promotions with the objective of generating more revenues. The inputs shall be taken into consideration in coming up with the marketing programs of the Department.

Market Trends


The market trends are the market data summary of the properties for the past five (5) years which include average occupancy rate, average room rate, total clients served, guest mix, demographic and geographic profile of clients.

Financial Performance

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The draft of the MP is submitted to the Chief Marketing Specialist for review and evaluation. Adjustment/s may be made based on the findings and recommendations of the Chief Marketing Specialist. The MP of the Chief Marketing Specialist and Sales Division Manager shall be reviewed by Sales Division Manager and Business Development Manager, respectively.

7. -Validation and Endorsement Stage

The MP shall be submitted to the Sales Division Manager to verify, validate and ensure that the output is complete and consistent with the Business Development Department's thrusts as well as the recommendations and inputs of the Operations Department. Adjustments/ revisions to be made, when necessary.

8. The clean copy of the MP is then submitted to the Business Development Manager with justification or explanation on some results, for comments / recommendations, prior to endorsement of its approval to the Assets Management Sector's (AMGT) Assistant Chief Operating Officer (ACOO). Adjustments to be made, when necessary.

9. Approval of the MP by the Assets Management Sector's (AMGT) Assistant Chief Operating Officer (ACOO). Adjustments and revisions to be made, when necessary

Forms

Market Trends

Income Statement from the Operations Department


Matrix of Competitors

Action Plan

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Reviewed by:

MA. EVELYNE A. FRANCISCO
Manager
Business Research and Development Department

Approved by:


JETRO NICOLAS F. LOZADA
 Assistant Chief Operating Officer
 Assets Management Sector

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