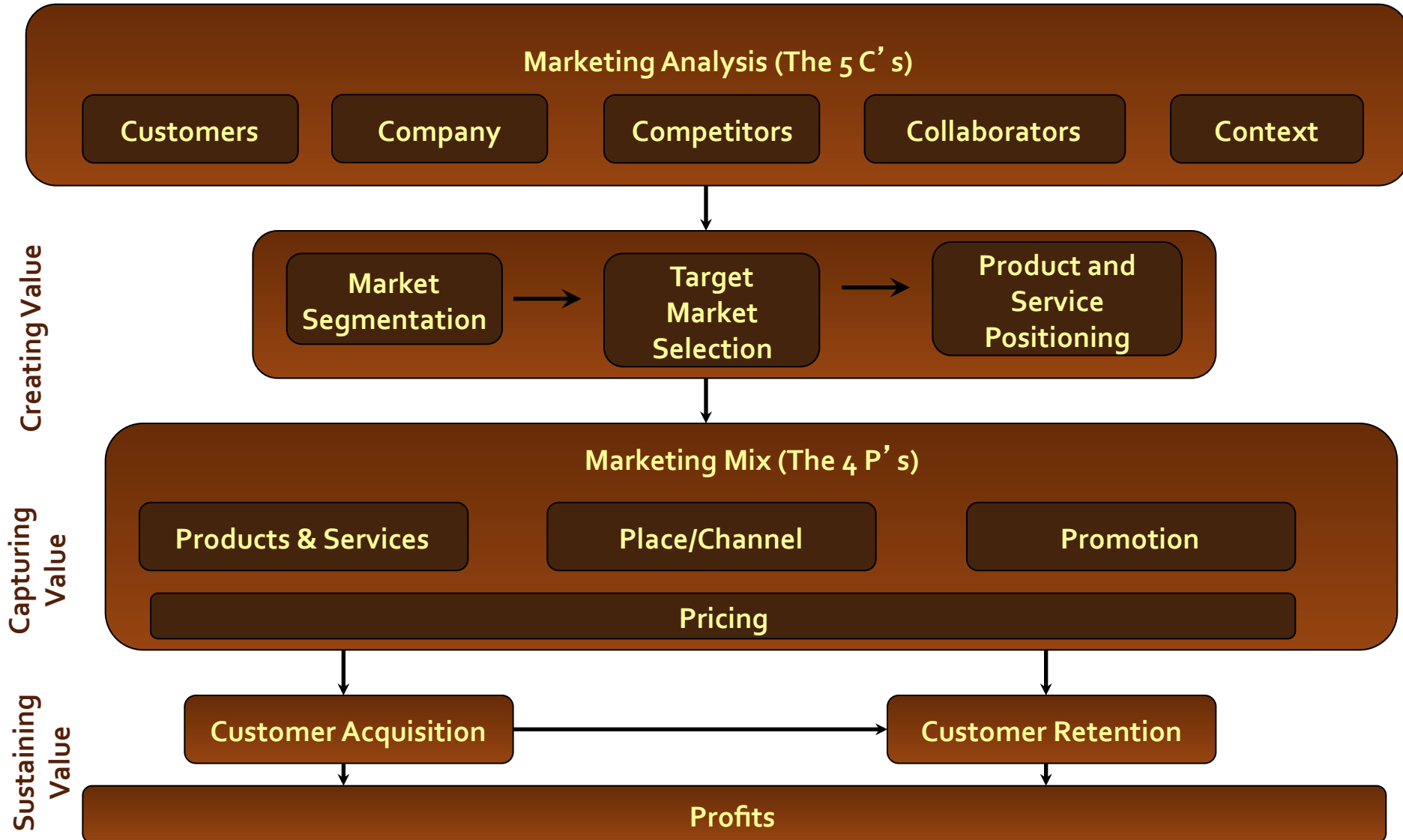


# Schematic of Marketing Process

(Source: Dolan, 2000)



# Corporate Headquarters' Planning Activities

---

- Define the corporate mission & vision
  - (Objectives & Goals)
- Establish SBUs
- Assign resources to each SBU
- Assess growth opportunities



*To enhance the wealth generating capability of  
the enterprise in a globalizing environment,  
delivering superior and sustainable  
stakeholder value*

# The ITC Vision

---

*Sustain ITC's position as one of India's most valuable corporations through world class performance, creating growing value for the Indian economy and the Company's stakeholders*



# Business Mix of ITC Ltd. (SBUs)

---

- FMCG
  - Cigarettes & Cigars
  - Foods
  - Lifestyle
  - Retailing
  - Personal Care
  - Education & Stationery
  - Safety Matches
  - Agarbattis
- Hotels
- Paperboards & Packaging
- Agri-businesses
  - E-choupal
  - Leaf Tobacco
  - Spices and Agri Inputs
- Information Technology

# BCG Matrix



The BCG Matrix approach has been developed by the Boston Consulting Group.

# The BCG Matrix for ITC Ltd.

<p><b><u>Stars</u></b></p> <p>Hotels</p> <p>Paperboards/Packaging</p> <p>Agri business</p>	<p><b><u>?</u></b></p> <p>FMCG-Others</p>
<p><b><u>Cash Cows</u></b></p> <p>FMCG-Cigarettes</p>	<p><b><u>Dogs</u></b></p> <p>Maybe ITC Infotech</p>