



Department of Education
SCHOOLS DIVISION OFFICE CITY OF MEYCAUAYAN
Pag-asa St., Malhacan, City of Meycauayan, Bulacan



Senior High School

12

Activity Sheet in Principles of Marketing

Quarter 2 – WEEK 4-6:
PART 1 - Marketing Plan in Business
ABM_PM11-IIf20



GOVERNMENT PROPERTY
NOT FOR SALE

MARKETING PLAN IN BUSINESS PART 1



LET US KNOW

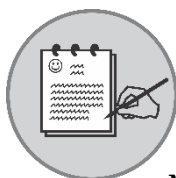
On our last activity sheet, we defined and discussed the different marketing mix decision used for marketing strategy and tactical plan. We highlight the evolution of the marketing mix from 4p's to 8p's to reach the optimal organization objective. A business to perform well must start with a plan that serves as their roadmap towards our goal. Marketing department as part of the operation should never lose an idea in developing strategy, they are tasked to lead the business to perform and measure it through accumulation sales and brand recognition. The stability and leverage of business entities lies in the implementation of a good marketing plan.



LET US REVIEW

Directions: Choose the correct letter of an answer. Write your answer in a separate sheet of paper.

1. Any paid, non-personal communication of information about goods, service, ideas, or institution through mass media
 - a. promotion
 - b. publicity
 - c. advertisement
 - d. public relation
2. Any activity that intended to create goodwill.
 - a. public relation
 - b. demonstration
 - c. promotion mixes
 - d. none of the above
3. The traditional channel of distribution
 - a. huckstering
 - b. producer – wholesaler
 - c. producer – wholesaler – retailer
 - d. service
4. Mark-up is _____.
 - a. cost
 - b. selling price
 - c. loss
 - d. profit
5. Length of time for which sellers extend credit terms to buyer _____.
 - a. cost
 - b. selling price
 - c. loss
 - d. profit



LET US STUDY

Marketing plan is a detailed description of resources and actions needed to achieve stated marketing objectives. Marketing plan is known as a component of an overall business plan. Looking at company's business plan, it is considered most important documents used to outline business objectives, how it will be met and how it will obtain its financial resources and how much capital will be used for start-up.

Creating a marketing plan

A marketing plan should be created linked to the business plan. It should restate the executive summary, competitive analysis, mission, vision, objective statement which give the readers an overall view of the firm and its purpose.

Purpose of writing a marketing plan.

- a. To obtain financing- investors and bank require detailed business plan and they include the components of marketing plan before they considered a loan application or investment.
- b. To provide direction for firms' overall business and marketing strategies.
- c. To support the development of long and short- term organizational objectives.
- d. To guide employees in achieving objectives
- e. To serve as a standard against which the firms' progress can be measured and evaluated.
- f. Marketing plan is prepared, because a firm puts commitment into its customers, how it will establish relationship and maintain its long-lasting relationship with them.

Formulating an Overall Marketing Strategy

Before we write a marketing plan a marketer may conduct a SWOT analysis, study the Porter's Five Forces model related to the business and a Spreadsheet analysis and PESTLE analysis. These are business tools and technique a marketer gathers to develop a long-term, cost effective links with individual customers and suppliers for mutual benefit. It is also used to conceptualize an effective marketing strategy.

- a. **Pestle Analysis** is a framework for investigating and analyzing the external environment for an organization. It has six key areas to be considered to identify the source of changes.
 - Political
 - Economic
 - Socio-Cultural
 - Technological
 - Legal
 - Environment

It is used by marketer to identify and analyze the external factors that will affect the marketing strategies and its implementation.

Porter's Five Forces Framework is a technique developed by Michael Porter that examines the competitive forces that influence planning strategies. It identifies the business pressures that a business may encounter. It derived from the five forces framework developed and applied in business.

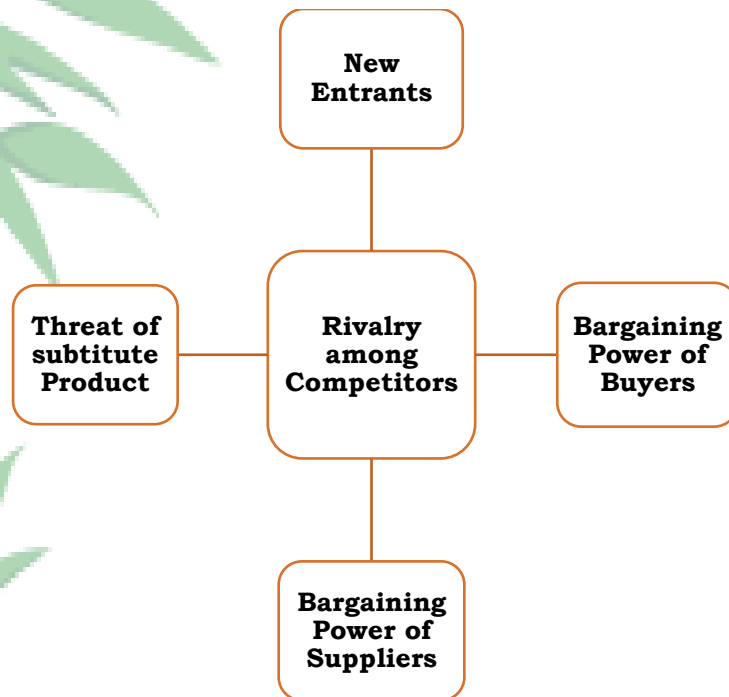


Figure 1. Porter's Five Forces Model

New Entrants must be analyzed by marketers for it will develop the business forecast, the possible start-ups with the same product or services. A marketer must be opened to the possibility of numerous market share as demand of product rises and opens opportunities for other business aspirants.

Substitute Product is influenced due to high demand of product with low supplies or the price factor. Customers are aiming for satisfaction in availing goods or services, analyzing the possible substitute products and services can help marketers conceptualized a plan that regardless of substitute around, they can still influence consumers availing their product.

Buyers, it is like knowing your market wants and needs. As marketers, it is essential to know the consumer of your product and establish relationship. Engaging in your market need a careful study of their buying behavior and influenced them into shifting into other products and services.

Suppliers are key elements that marketer must consider as it conceptualized its marketing strategy. Suppliers are operator of supplies and it affects the overall production, transactions, and pricing strategy of the business. We all know that limited supply of product influences how we charge our product and services. The quality of the product relies also with the supply of its raw materials. So as marketer we need to establish good relationship with our suppliers and develop supply chain in the business.

Spreadsheets Analysis is a grid that organizes numerical information in standardized, easily understood format. Spreadsheet help marketing planners answer various "What if's" questions related to the firm's financing and overall operations. It can also the forecasted financial statement or managerial accounting for marketing purposes.

SWOT Analysis an analysis that serves as a precursor to any sort of company action, such as business internal competitive advantage that serves as their strength, internal weakness that need to identify new policies or action plan. Opportunities are external factors that marketer can explore, and threats refers to the possible hindrances that business will endeavor, that needed to be addressed pro-actively by the marketers.

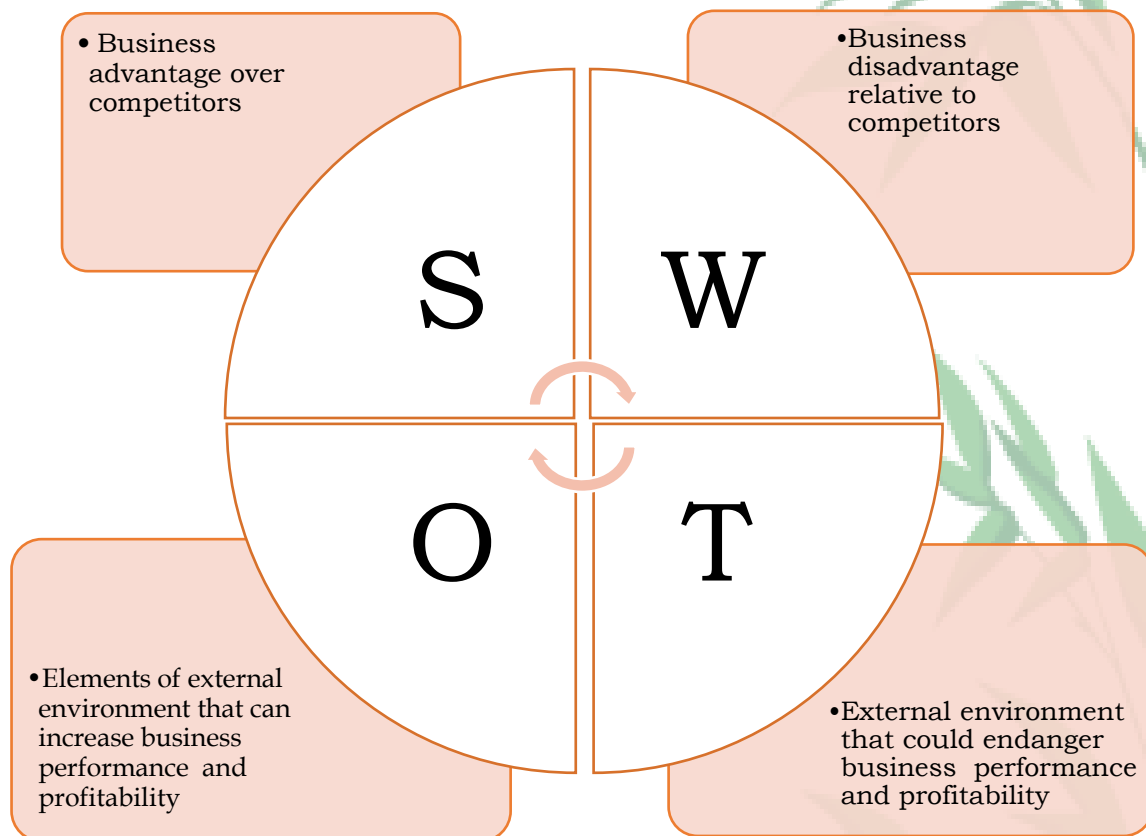


Figure 2. SWOT ANALYSIS



LET US PRACTICE

Directions: Identify the business tools to be used for analysis of the following business situation. Write your answer in a separate sheet of paper.

1. _____ Statement of Comprehensive Income of the company.
2. _____ Break-even analysis used by marketing managers.
3. _____ To identify and develop supply chain of the company.
4. _____ Analyze the legalities of drug product to be bought in drug store over the counter.
5. _____ Identify the competitive advantage of company among its competitors.



LET US REMEMBER

Planning is the process of anticipating future events and conditions and of determining the best way to achieve organizational objectives. It is important that as we prepare planning, we conduct a thorough analysis of our operation. Business tools for analyzing our competitive advantages ensures that all important factors that can affect the implementation of marketing plan will be covered. Input from a variety of sources such as employees, suppliers or customers can be an advocate of the plan. But still, at the end the true essence of planning can be measured only by monitoring the implementation of the process and an analysis of its obtained performance.



LET US APPRECIATE

Directions: Answer the following. Write your answer in a separate sheet of paper.

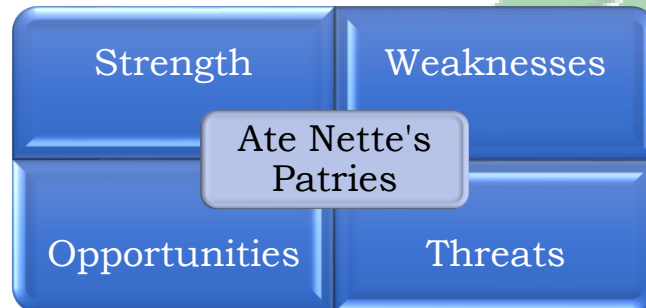
- a. Today's organization are should be flexible to the changes. What do you think happens to a business that is traditional and outdated?

- b. Online business is selling like hotcakes. Research on the number of fastest-growing online business in Metro Manila . Present a statistical report that you found online . Then answer which online business do I like most ? Why?



LET US PRACTICE MORE

Directions: Used SWOT analysis matrix, choose from the scenario below can be considered as Strengths, Weaknesses, Opportunities and Threats of the business “Ate Net’s Pastries”. Write your answer in a separate sheet of paper.



- low marketing budget
- Baking expertise of the owner
- Several bakeshops around the area
- Affordable prices of Ate Net’s Cupcakes
- Varied cupcake choices at Ate Nets Cupcakes
- Rising Cost of flour and sugar
- Increasing consumer demand for product
- Continued product development
- Low production /high consumer demand
- Poor Packaging
- Social Media Advertising
- KathNiel as brand ambassador
- Joining Baker Expo in World Trade Philippines
- Caterers and Event Accreditation
- It does not have an online presence.



EVALUATION

Directions: Use the required business tool analysis indicated on the case study given below to solve the problem. Write your answer in a separate sheet of paper.

- Netflix has made thousands of streaming videos available to its subscribers. How does this strategy demonstrate a strategic window for the company? Use the Porter’s Five Forces Framework in analyzing its marketing opportunities.
- Choose one of the following products and describe how it may (or already has) become vulnerable to substitution. Then describe the overall strategy- with two or three tactics - for reducing its vulnerability.
 - Printed copies of periodicals or books
 - Travel Agencies



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CAROLINA S. VIOLETA, EdD

Schools Division Superintendent

JERRY D. CRUZ, PhD, CESE

Asst. Schools Division Superintendent

DOMINADOR M. CABRERA, PhD

Chief, Curriculum Implementation Division

EDWARD C. JIMENEZ, PhD

Education Program Supervisor- LR Manager

JOCELYN A. MANALAYSAY, PhD

Education Program Supervisor-MATH

REALYN B. TANABE/PAOLO D. ESTORES

Content/ Layout Evaluator

CHARMAINE S. TUMANGAN

Developer/Writer