SALES & MARKETING MANAGER

The role of a marketing manager is to steer the project into public awareness and demand through research, understanding and reporting on the climate of potential consumers of the product(s) to be made. They would be serving as an intermediary between the company and the public, gathering information and then using said information to target product to the public.

The sales & marketing manager works in the business branch and is involved with the financial and contractual decisions made by the branch. The exclusive roles of a marketing manager are:

* Research into product demand and customer needs and insights.
* Detail how product will be marketed to customers.
* Manage distribution channels for products.
* Defining target audience.
* Determine viable price for product.

Risks

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| --- | --- |
| Risk | Control/Mitigation |
| Product undesirable by public | Revisit project plan. |
| Competition | Beat it (the competition) |
| Market failure | Beta test window and user feedback. |
| Product lacking in important features | Revisit project plan.  Survey. |
| Pricing Issues | Survey prior to main release.  Re-evaluate spending power of target demographic. |

QA Metrics

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| Metric | How it is measured |
| Customer satisfaction | User feedback |
| Market interest | Survey |