Marketing Plan Report

I. Introduction

This report presents the marketing plan of ABC Company, a local manufacturer of eco-friendly safety

matches. The plan aims to strengthen brand presence, increase sales, and expand distribution channels

while emphasizing the company’s commitment to sustainability.

II. Situation Analysis

A. Company Background

ABC Company produces high-quality, eco-friendly safety matches using biodegradable packaging

materials. The company positions itself as a sustainable alternative to conventional match manufacturers.

B. Market Environment

 Industry Trend: Rising demand for eco-friendly consumer goods.

 Target Market: Retail chains, eco-conscious households, hotels, and restaurants.

 Competition:

o Competitor A: Cheaper but non-sustainable matches.

o Competitor B: Imported eco-friendly products with higher prices.

C. SWOT Analysis

 Strengths: Eco-friendly, affordable, locally made, sustainable packaging.

 Weaknesses: Limited market awareness, small distribution network.

 Opportunities: Growing eco-conscious consumer base, potential for export.

 Threats: Price wars with cheaper brands, imported alternatives.

III. Marketing Goals and Objectives

1. Increase brand awareness by 30% in 6 months.

2. Achieve a 20% sales growth within one year.

3. Secure partnerships with at least 50 new retailers.

4. Expand distribution into three additional regions by year-end.

IV. Marketing Strategies

A. Product Strategy

 Maintain eco-friendly safety matches as the core product.

 Introduce limited-edition designs for events and seasonal demand.

B. Pricing Strategy

 Competitive pricing: slightly higher than conventional brands but lower than imports.

 Offer bulk discounts to wholesalers and institutional clients.

C. Distribution Strategy

 Strengthen partnerships with supermarkets, eco-stores, and hotels.

 Expand online sales through e-commerce platforms.

D. Promotion Strategy

 Digital Marketing: Social media campaigns, influencer partnerships, and short promotional

videos.

 Traditional Marketing: Trade fairs, point-of-sale displays, and flyers.

 Public Relations: Press releases, sponsorships of eco-awareness events, and community

involvement programs.

V. Implementation Timeline

Quarter Activities

Q1 Launch digital campaigns, onboard influencers, secure 10 retail partners.

Q2 Attend eco trade fairs, release limited-edition packaging.

Q3 Expand distribution into 2 new regions, host eco-awareness events.

Q4 Assess sales growth, launch year-end promotions, prepare plan for next year.

VI. Budget Allocation

Category Percentage Allocation

Digital Marketing 40% ₱400,000

Traditional Advertising 25% ₱250,000

Events & Sponsorships 20% ₱200,000

PR & Influencer Marketing 10% ₱100,000

Category Percentage Allocation

Miscellaneous 5% ₱50,000

Total 100% ₱1,000,000

VII. Key Performance Indicators (KPIs)

 Monthly sales growth (target: +20% annually).

 Number of new retail and business partners.

 Social media engagement (followers, shares, comments).

 Customer retention and repeat orders.

 Brand mentions and media coverage.

VIII. Conclusion

This marketing plan provides a structured approach to increasing ABC Company’s brand visibility, sales

performance, and market reach. By leveraging both digital and traditional marketing strategies while

emphasizing sustainability, the company can position itself as a leading eco-friendly brand in the safety

match industry.