

**Your Marketing Plan
is a**

Road Map

to your Success

LEARNING OBJECTIVES

1. To define what is Marketing Plan
2. To discuss the structure of the marketing plan.
3. To discuss the relevance of having a marketing plan in a Business Plan

Follow the Road Map



To avoid Termination



The Role of Your Marketing Plan is to give the potential investors:

A Description and Analysis of the Business Situation

A Proposed Marketing Plan for your business.

A Proposed Financial plan for beginning your business.



What is a Marketing Plan?

- ☐ A written document that specifies how, where, and to whom a business plans to market its product(s) and/or brand(s).
- ☐ A small business typically creates a one-year marketing plan.
- ☐ Larger business may develop five-year marketing plans.
- ☐ A marketing plan may be part of a more comprehensive business plan.

The Marketing Plan

The Marketing Plan

Some marketing plans are prepared to be included as part of a complete business plan with the goal of obtaining financing from outside investors or bank for a new venture



What is the Marketing Plan?

Complexity and Time Frame

- The complexity of the plan is determined by the size and type of the organization
- The plan is also influenced by the organization's goals and objectives

What is the Marketing Plan?

Complexity and Time Frame

- The time period covered by the plan also varies with organization size and type
- A minor league sports franchise will probably create a short term plan while a major league team will create a long-term plan

The Marketing Plan

What is the Marketing Plan?

Before completing the marketing plan, organizations must understanding the market

- The product
- Existing market distribution channels
- The consumer
- Buying trends
- The economy
- Competitor performance
- Target markets

The Marketing Plan

What is the Marketing Plan?

Competition refers to a rivalry between two or more businesses selling products or services to the same customers or markets

The Marketing Plan

What is the Marketing Plan?

When two or more businesses sell the same goods or service, they are competing for the same consumers. Competition impacts price points, product features and marketing strategies because businesses are fighting for an edge that will persuade consumers to choose their products or services over those of competitors.



The Marketing Plan

What is the Marketing Plan?

Market share is a key indicator of how well one company is performing against competitors within the marketplace

The Marketing Plan

What is the Marketing Plan?

A monopoly occurs when there is no competition in the marketplace

The Marketing Plan

What is the Marketing Plan?

During the 2011 NBA lockout, the National Basketball Association filed suit in a U.S. District Court in Manhattan seeking a ruling that the lockout does not violate antitrust laws while lawyers representing the NBA Players Association have argued they regard the league as a monopoly because players have no viable alternatives for basketball employment in the United States other than playing in the NBA



Benefits Associated with Having a Marketing Plan.

- Understanding past marketing decisions and outcomes better
- Understanding target market(s) better
- Setting goals
- Planning marketing strategies with more precision
- Obtaining funding
- Providing direction for everyone in the organization
- Tracking progress more effectively



Components of a Marketing Plan.

- ❑ Executive Summary
- ❑ Situation Analysis
- ❑ Desired Target Market
- ❑ Marketing Goals and Objectives
- ❑ Marketing Strategies and Programs
- ❑ Financial Plans
- ❑ Performance and Implementation
- ❑ Appendices



Executive Summary

The executive summary serves as an introduction to the marketing plan and helps the reader to understand the purpose of the marketing plan. It contains a brief overview of the marketing plan and focuses only on the most important points of the plan.

Executive Summary



Executive Summary

Situation Analysis



- The situation analysis is an assessment of where the organization currently stands both internally and externally.
- To develop this assessment, much analysis must be done:
 - an external analysis
 - a customer analysis
 - an internal analysis
 - and a SWOT analysis (strengths, weaknesses, opportunities, threats)
- The organization's product(s), target markets, distribution channels, competitors, finances, strengths, weaknesses, opportunities, and threats must all be considered

Description & Analysis of the Business Situation

Introduction and Self-Analysis.

What makes you capable of operating this business and being successful.



Description & Analysis of the Business Situation

Analysis of the Business Opportunity.

- Where will the business be located?
- Who will be the customer base?
- What is your competitive advantage in the market place?
- How does your customer benefit?



Description & Analysis of the Business Situation

PROPOSED ORGANIZATION

- An Organizational Plan is basically a “to do” list for an organization.
- It lists out the plan of work, programs, and organizational growth over a period of time - six months, a year or five.
- The tasks involved, who is responsible for them, and when they'll be done.
- People reading your business plan will be looking to see not only who's on your management team but also how the skills of your management and staff will contribute to the bottom line.

Description & Analysis of the Business Situation

Proposed Organization



- *List the CEO and key management by name*

Description & Analysis of the Business Situation

Market Analysis

- This is an examination of the primary target market for your product or service, including geographic location, demographics, your target market's needs and how these needs are being met currently.
- The competitive analysis section can be the most difficult section to compile when writing a business plan. Before you can analyze your competitors, you have to investigate them.
- **You need to know:**
 - What markets or market segments your competitors serve;
 - What benefits your competition offers;
 - Why customers buy from them;
 - And as much as possible about their products and/or services, pricing, and promotion.

Description & Analysis of the Business Situation

PROPOSED ORGANIZATION

Types of ownership

- Sole proprietorship
- Partnership
- Corporation, or limited liability company (LLC).

There's no one choice that fits every business;
your job is to pick the form that best meets
your needs

Desired Target Market



- The marketing plan should include information on the target market the company desires to reach.
- This section should include a full demographic description of the target market.
- It should also provide answers to the following questions:
 - what the target market wants and needs
 - how the target market will use the company's product(s)
 - how much the target market will be willing to pay for the product(s),
 - What message the business wants the target market to hear from the firm's marketing efforts

Marketing Goals and Objectives

- The marketing goals define what the business hopes to accomplish.
- The marketing objectives, which should be measurable and specific, spell out how to meet those goals.



Marketing Strategies and Programs

- The marketing strategies and programs component of the marketing plan provides detailed information about the organization's planned marketing mix
- Product
- Price
- Place
- Promotion



Marketing Strategies and Programs

Proposed Product/Services

- What are you going to sell?
- What position you are going to take in the market?
 - (For example, high quality/high price or low quality/low price high volume)

4 Ps

product

price

promotion

place

Marketing Strategies and Programs

Personal Promotion

- How you and your sales staff are going to promote your business?
- What level of service you are going to provide?



Marketing Strategies and Programs

Non-Personal Promotion

- How will you appeal to the public?
- What promotional plans will you use?





Financial Plan



The financial plans section of the marketing plan provides details on the expected expenses and profits of the plan's programs.

Basically, the financial plan section of the business plan consists of three financial statements:

- The income statement
- The cash flow projection and
- The balance sheet

and a brief explanation/analysis of these three.

First, you need to gather together some of the financial data you'll need to prepare these financial statements for your business plan by examining your expenses.

Think of your business expenses as broken into two categories:

**Your start up expenses and
Your operating expenses.**



Financial Plan



Pricing Policies

- What price you are going to set?
- How much profit you think you are going to make at the price?

Performance and Implementation

- In this section of the plan, marketers explain their expected results and indicate how the marketing plan's progress will be measured.
- This portion also describes potential changes and that can be made to keep the marketing plan on track.



Evaluation and Control Section

- The evaluation and control section contains performance standards against which to measure the marketing plan and company performance.
- This section also provides information on what actions should be taken if the marketing goals and objectives are not met.



“If you don’t know where you are going you may end up somewhere else”. *Casey Stengel*



Source: Google