

INDICATIONS FOR WORK – EMPREENDEDORISMO TECNOLÓGICO

OBJECTIVE: The work consists in the development of a Marketing plan for the creation and dissemination of an original product/service, considering the specific area of the student. Students can develop the marketing plan considering the business plan/idea developed in the first part of the discipline, but they must focus on the entire Marketing component. Any questions should send email to: cjesus@ubi.pt. The delivery of the work must be made **until the 6th of June** by the previous email in PDF. The table below presents a standard structure for a marketing plan that students can consider:

EXECUTIVE SUMMARY	The executive summary is a small, summarized version of your marketing plan. The main objective is it to briefly list and describe all relevant components. This section will be helpful in giving an overview of your plan
MARKET RESEARCH – MARKET ANALYSIS	Market analysis includes topics such as description/diagnosis of the company's situation, market definition, market size, industry structure, market share and trends, business environment (microenvironment and macroenvironment), and competitor and consumer analysis
SWOT ANALYSIS	A SWOT analysis will look at the organization's internal strengths and weaknesses and external opportunities and threats
TARGET CUSTOMERS AND PERSONAS	This defines the target customers by their demographic profile, such as gender, race, age, and psychographic profile, such as their interests. This will assist in the correct marketing mix for the target market segments
MARKETING PLAN OBJECTIVES	This section outlines the expected outcome of the marketing plan with clear, concise, realistic, and attainable objectives. It contains specific targets and time frames. Metrics, such as the target number of customers to be attained, penetration rate, usage rate, sales volumes targeted, etc. should be used
MARKETING STRATEGY	<p>The marketing strategy section covers actual strategies to be included according to the marketing mix. The strategy centers on the 8Ps of marketing. However, firms are also at liberty to use the traditional 4 Ps: product, price, place & promotion.</p> <p>Summarizes the marketing logic through which the business unit expects to achieve the marketing objectives and specific strategies (involves competitiveness, positioning, growth strategy, competitive strategy, critical success factors, etc.)</p>
ACTION AND IMPLEMENTATION PROGRAMS	Description of how marketing strategies will be transformed into action plans. Tactics based on the marketing-mix and idealized to reach the marketing objectives for a certain product. Relevant and timely actions and responsibilities by function, product or service, and market segment
MARKETING BUDGET	The marketing budget or projection outlines the budgeted expenditure for the marketing activities documented in the marketing plan. The marketing budget consists of revenues and costs stated in the marketing plan in one document
CONTROLS	Regular measurement of progress and outcomes against benchmarks. Evaluate the results and strategies of the plan and take corrective measures to ensure that the objectives are achieved. Control of the dates of execution, presentation of results, but also of the essential updates