**Marketing Plan Project Guideline**

Worth 20 % of final grade

Work in groups of 5.Choose 5 fellow students to work with. Advise me of these groups via your group contract document due week 6

Select a product or service category and company/brand to study - ideally a fast moving consumer product (for ideas see last page). Assume your new product idea will be launched in the Canadian market. To help you find resources, ensure your company operates in Canada (publically traded companies are best) and the brand is sold in Canada.

Completion of this project will enable your group:

Learn how to do a marketing plan and critically evaluate marketing plans in general.

* Help student think about marketing from a particular theoretical perspective and become familiar with an industry.
* Allows students to integrate and apply various marketing strategy concepts and frameworks introduced during the semester to improve the performance of a business.
* Improve student written and oral communication skills and help students learn how to work in a marketing group context.
* Improve student ability to reason logically, critically, and analytically.
* Learn how to make budgeted marketing strategies that can be recommended to clients or other marketing professionals to help them improve their performance.
* To improve skills in identifying relevant information and to summarize it in a useful form.
* To interpret the information in an appropriate manner for managers.

The major purpose of this project is to give you the opportunity to apply the concepts learned in class by developing a marketing plan for a **new** (determined by your group) **consumer** product.

The write-up should cover the following issues:

Title Page

**A** Table of content

**B** Executive Summary. (Summarizes the plan's highlights and objectives)

* A 1-page summary of your marketing strategy – this is not an introduction.
* It contains all important information from your plan, and is meant to be read by senior management of the firm (so that they will fully understand the basics of your strategy without having to read all the details).

**C** Current marketing situation (analyzes the current situation of the company, product, market, environment, and competition) Market overview, trend and growth.

SWOT Analysis

Using a (2 By 2 SWOT Analysis format and using point form give a summary of the

the most important strengths, weaknesses, opportunities and threats. You may use the sample on page 61 of the textbook.

* Note, all points in your SWOT should be expanded upon somewhere in your report (i.e. there should be no “orphan” ideas in the SWOT).

**D** Competitive and industry analysis: (Analysis of major competitors’ dynamics and strategies) how the firm will compete) Analysis of major competitors dynamics and strategies.Who are your major competitors? Do you foresee future threats? Outline the major brands in the category in terms of market share and growth rates. What is driving competitive brand performance? Evaluate strengths and weaknesses of competitive marketing activities including objectives/strategies, products, prices, channels and promotion tactics. How are they positioned? How are your competitors likely to react to a new competitor? .Analysis of competitive advantage

Product overview: How is your chosen brand performing in terms of market share and growth rates? What is driving brand performance?

* Evaluate strengths and weaknesses of brand marketing activities. Think in terms of 4Ps: new products, promotion (messages and tactics), distribution and pricing. Focus on the Canadian market.

. Environmental analysis (examines environmental factors affecting the company, its

products, and its marketing)

i. Macro environmental factors: Summarize trends/forces occurring outside the organization that shape opportunities and pose threats, for example: social/cultural (evolving consumer preferences), demographic, technological, economic, political/regulatory. Only review factors that are most relevant to your product (how demographics, economic climate, technology, Socio-cultural, legal and regulatory issues may affect the marketing plan).

ii. Micro environmental factors (how suppliers, channel members, competitors, and

customers may affect the marketing plan)

**E**. Marketing Strategy (discusses overall strategy and objectives)

a. Mission: Outline your company’s mission, objectives, current business strategy and core competencies (distinctive areas of expertise critical to long term success), with emphasis on the Strategic Business Unit (SBU) responsible for the product you are studying.

b. Marketing objectives: Include a minimum of three SMART objectives.

objectives to consider: dollar sales, market share, awareness, trial, distribution.

c. Financial objectives

d. Segmentation and Target market identification

* Identify the particular market segment that you will target and give reasons for your selection.
* Use the segmentation variables to describe the segment. Why did you select it? Quantify the size of the segment.
* Give a description of the target segment’s buying behaviour
* e. Positioning: Develop a positioning strategy for your product.

Using the following the components of strategic orientation, differentiation, dependability and brand personality.

Identify your product positioning strategy.

**F**. Marketing Mix (describes major elements with specific activities, schedules, and

responsibilities for each program)

a. Product: Include a clear description with key features and benefits, brand name and rationale, packaging, labeling, fit with existing lines (?), any accessories, service component (repairs, installation), instructions, warranty, sustainable competitive advantage.

b. Pricing: Outline retail pricing vs. competition and rationale. Price to wholesaler? Include introductory pricing if appropriate.

c. Promotion: Identify goals/objectives of promotion.

Outline main communication message. List and briefly explain all integrated promotional activities (rationale for choices) Describe or illustrate in detail a minimum of one of these activities (i.e. provide script for TV/radio ad, or illustration of print ad/banner ad or details of social media campaign)

Develop a promotion budget and allocate activities listed in your promotion plan.

d. Distribution: Describe key channels and roles; outline trade promotion plan to secure distribution. Identify desired distribution intensity (reference consumer product class/type).

**G**. Financials (includes budget details of expected revenue, expenses, and profits from

marketing programs-by month, by product, by territory, by manager, etc.)

a. Sales/revenue forecast(s)

b. Marketing expense budget(s)

c. Profit and loss analysis

d. Break even analysis

**H.** a. Controls (shows how plan will be put into action, performance measured, and

adjustments made when necessary)

c. Contingency planning

b. Marketing organizational structure

**I**. Conclusion: This section should identify the knowledge and insight that your group achieved from the project, as managers make reference to previous sections.

Recommendations: Outline your recommendations for the company.

**J**. Bibliography or Reference: **Ensure you properly cite all sources** (both at end of document and in text using MLA style

**K**. Appendices: Use appendices where appropriate. Extract and discuss the finding from your graphs/charts etc. into the main body of your project. In the main body of your project, make sure you clearly direct the reader to the supporting information in the Appendix (and provide page number).

**Format of the Assignment:**

The assignment will be written in essay format, 12 font, and Times New Roman. The assignment will be a maximum of 20 typed, double-spaced pages, not including appendices. The assignment must be submitted stapled and bound.

1. Each marketing plan should be concise, and well written in an organized manner.
2. Be specific, numerical, and detailed.
3. Use the outline provided as your guide

4. Do not plagiarize the work of others. Cite your sources.

5. Correct spelling and grammar are required. Write simple sentences.

6. Do not use abbreviations, slang, contractions, or personal pronouns.

7. The marketing plan should be structured and written as if you were going to submit it to the vice president of marketing or present it to a business client.

8. Each group must select a different product or service.

9. Report must be easy to read

-Have a title page

-Group member’s name

-Course code and section

-Professor’s name.

All reports must be handed in hard copy at the beginning of class on the due date.

Late submissions will not be accepted.

**Note:** I do reserve the right to adjust individuals’ marks for this project based on an assessment of individual contributions to the project using the completed peer evaluation forms from each group.

**Examples of Companies, Categories & Brands**

|  |  |  |
| --- | --- | --- |
| **Company** | **Categories** | **Example of Brands** |
| Molson Coors Canada | Beer | Canadian, Coors |
| Labatt Canada | Beer | Blue, Budweiser, Alexander Keith’s |
| Vincor | Wine | Many |
| Andrew Peller | Wine | Many |
| Pepsico | Non-alcoholic beverages, snack foods | Tropicana, Gatorade  Frito-Lay, Doritos, Quaker |
|  | Many snack foods | Frito-Lay, Doritos |
| Coca Cola | Many non-alcoholic beverages | Minute Maid, Vitamin Water |
| Nestle | Grocery/ confectionery/ waters/ coffee |  |
| Danone | Dairy - Yogurt | Activia |
| Kraft | Grocery/ coffee etc | Oreos, Kraft salad Dressings, Maxwell House Coffee |
| Campbell Soup | Soup and beverages | Campbell, Chunky, V8 |
| McCain Foods | Grocery - frozen vegetables, pizza | McCain |
| Lassonde Industries | Fruit beverages | Oasis juices |
| Reebok, Bauer | Hockey equipment, athletic apparel |  |
| General Mills | Ready-to-eat (RTE) cereal, snack foods | Cheerios, Nature Valley |
| Kellogg’s | RTE cereal, snack foods | Vector cereal, Special K |
| Hershey | Confectionery | Kisses , Oh Henry |
| Tetley Canada | Tea | Red tea |
| Lululemon | Athletic apparel |  |
| Tim Horton’s | Fast food |  |
| Spin Master | Toys |  |
| Mega Brands | Toys |  |