
Your Business

Marketing Plan 2000 - 2002

prepared by



Outline

- »»»» This is our business (Mission)
- »»»» This is where we want to be (Vision)
- »»»» Market Situation
- »»»» Competitive Situation
- »»»» Marketing Options
- »»»» Target Segments
 - »»»» Segment Profile
 - »»»» Value Proposition
 - »»»» Marketing Mix
 - »»»» Resources
 - »»»» Budget
 - »»»» Expected Results
 - »»»» Measures of Success
 - »»»» Action Plan
- »»»» Implementation



Vision and Mission

»»»» Vision

- »»» Statement of the overall aim of the Business
- »»» How will it look if we succeed?

»»»» Mission

- »»» Key specific elements of activities contributing to the vision
- »»» What are our key activities, whom do we serve?



Strategic Objectives

- » Statement in SMART terms of the key objectives of the Business



This is the Business

»»» Description of the Business

»»» Main products, product-markets, market segments

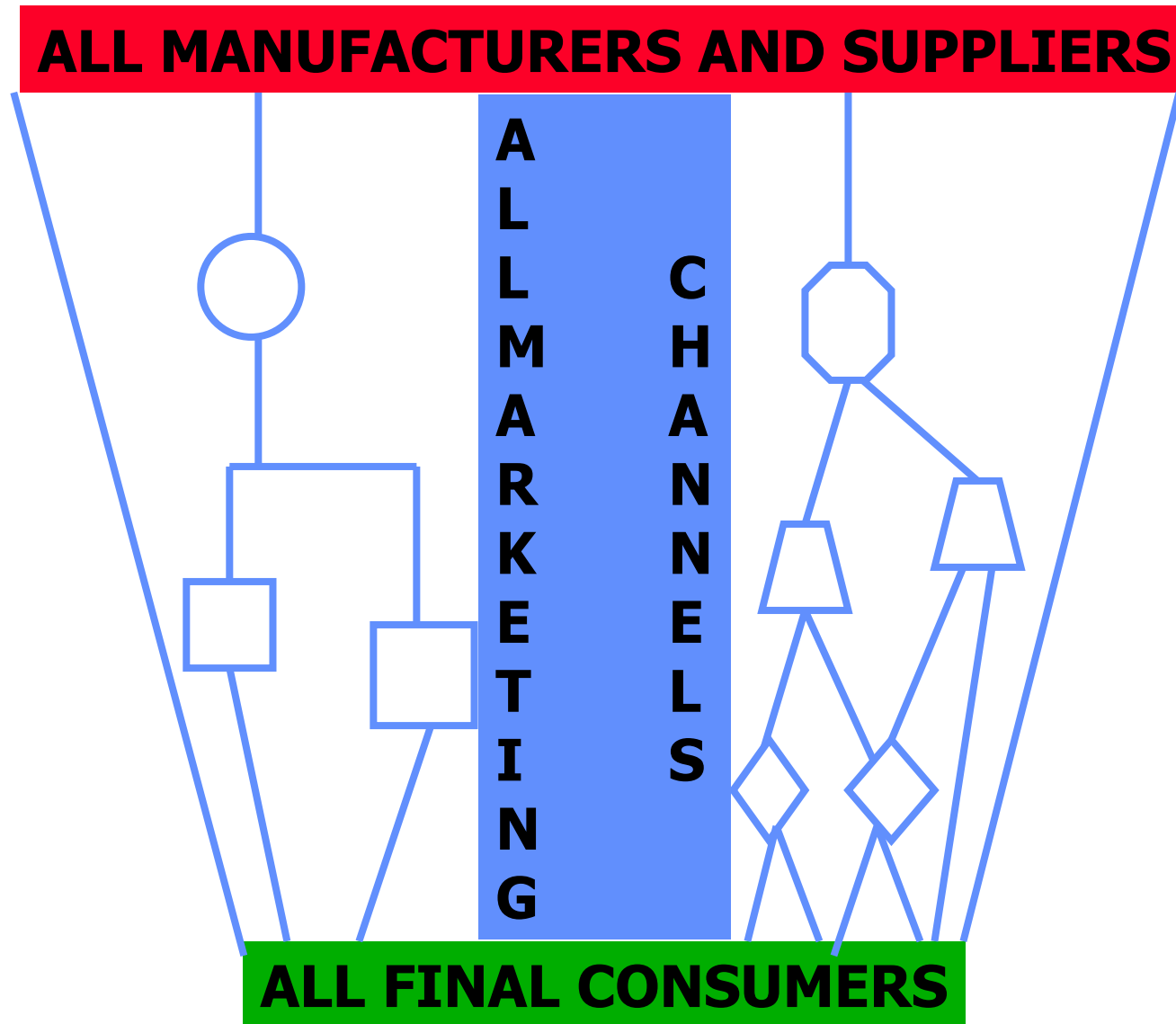
»»» Key competitors

»»» Key market positions

»»» Key competencies



Market Maps Cover the Whole Market



Key markets (for each product-market)

- ▶▶▶▶ Market maps and value chains for key product-markets identifying all key players
- ▶▶▶▶ Description of market position of Your Business and key competitors
- ▶▶▶▶ Analysis of Your Business and competitor strengths and weaknesses in the product-market and market segments
- ▶▶▶▶ Description of key market trends and issues
- ▶▶▶▶ Summary of key competitor strategies



Key markets - how it might look



**Your Business is the dominant supplier in x product market with 60%, and second to abc in y product market with 40%.
Our success lies in tailored solutions to key segments**

Your Business is the historical leader in these product markets, abc is gaining popularity as the technology innovator

Increasing H&ES pressures are forcing technology changes; more severe legislation is imminent in Europe

Abc is targeting the more H&ES conscious with its new technology.

Xyz is trying to take share on the basis of lower price

Kgb is seeking a cost-effective means to exit the business



Market History and Forecast

Company Year	Your Company	Comp 1	Comp 2	Comp 3	Total
1998					
PM 1					
PM 2					
1999					
PM 1					
PM 2					
2000					
PM 1					
PM 2					
2001					
PM 1					
PM 2					
2002					
PM 1					
PM 2					



Market Position

- »»» Description of market position for Your Business and competition:
 - »» overall and specific product-market and market segment position



Market Position: Key Accounts

- ▶▶▶ Summary of key account positions and developments for Your Business and competition 1998 - 2002



Market Trends

»»» Elaboration of key market trends and issues:

»»» overall, product-market and market segment

»»» *This may include:*

»»» *technology changes at customer,*

»»» *changes in value chain,*

»»» *changes in buying behaviours, changes in needs*

»»» *regulatory changes, requirements*

»»» *product/process/technology improvements*

»»» *major technological breakthroughs*

»»» *substitution*

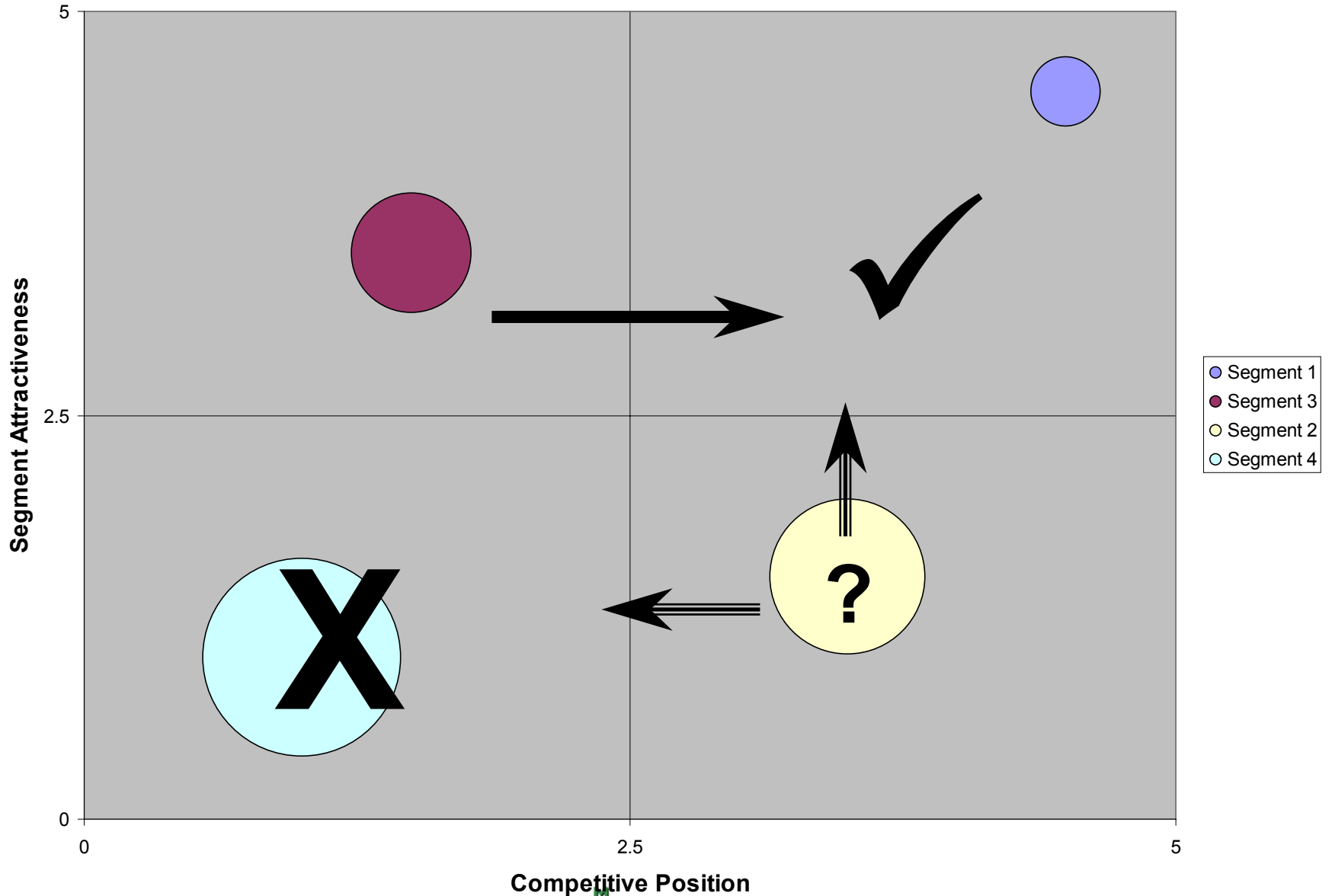


Competitive Position

- »»»» Elaboration of competitive position and SWOT:
 - »»» overall, product-market, market segment
- »»»» This should include direct competition within the technology, as well as substitute technologies



Segment Prioritisation



Marketing Options

- ▶▶▶ Identify and define the FULL opportunity for the Business
- ▶▶▶ What is the total market-place?
- ▶▶▶ What is realistically available to Your Business, either with current offering or with extended offering (product improvements, line extensions, improved marketing)
- ▶▶▶ Identify and define the EXPANDED opportunity for the Business
- ▶▶▶ What could be available to Your Business with changed approach: new products, new technologies, changed marketing?



Marketing Intent

- »»» Summarize the key Business marketing intent, chosen from the options
- »»» What are the priorities?
- »»» Identify target product-markets
- »»» Identify target market segments
- »»» Identify target accounts
- »»» Which product-markets and segments will be de-emphasized?
- »»» Highlight key changes



Positioning Intent & Value Proposition 1

»»» Segment Description

»»» We will grow/maintain/harvest position in this market segment, because.....

»»» To (target audience), our offering will be positioned as Because.....

»»» Value Proposition

»»» Target Audience

»»» Value to customer

»»» Superior to competition

»»» How we will make money



Critical Success Factors 1

▶▶▶ **What do we have to do to be successful in the product-market, in the segment?**



Marketing Mix: Segment 1

»»»» **Product**

»»»» **Place**

»»»» **Promotion**

»»»» **Price**



Target Customers 1



Competition Plan 1

- »»»» How will competition react?
- »»»» What will we do?



Positioning Intent & Value Proposition: 2

▶▶▶ Market Segment Description

▶▶▶ We will grow/maintain/harvest position in this market segment, because.....

▶▶▶ To (target audience), our offering will be positioned as Because.....

▶▶▶ Value Proposition

▶▶▶ Target Audience

▶▶▶ Value to customer

▶▶▶ Superior to competition

▶▶▶ How we will make money



Critical Success Factors 2

▶▶▶ **What do we have to do to be successful in the product-market, in the segment?**



Marketing Mix: Segment 2

»»»» **Product**

»»»» **Place**

»»»» **Promotion**

»»»» **Price**



Target Customers 2



Competition Plan 2

- »»»» How will competition react?
- »»»» What will we do?



Resource Plan

- »»» Summarize resource needs to do all the foregoing
- »»» Show detail by key functional areas
- »»» Detail capital and other financial resources



Expected Results

Year	1998	1999	2000	2001	2002	2003	2004
Seg 1	This information must be shown at the level most relevant to the Business, but AT LEAST						
Seg 2	broken down by product-market and showing the contribution to the total performance from current business momentum, extension of						
Seg 3	current business and totally new business. It should include sales revenue, cost of goods sold gross margin, SG&A, operating profit						
Seg 4	It should also be supported by detailed analysis at market segment and target customer levels						
Total							



Action Plan

ACTION

BY WHOM

BY WHEN



Measures of Success

Parameter	Metric	Goal	Milestones



Continuous Improvement

- »»»» What needs to be done - and how - to insure continuous improvement of:
 - »»» the quality and results of the business
 - »»» the achievement of goals and objectives
 - »»» the content and quality of the plan
 - »»» the implementation of the plan

